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AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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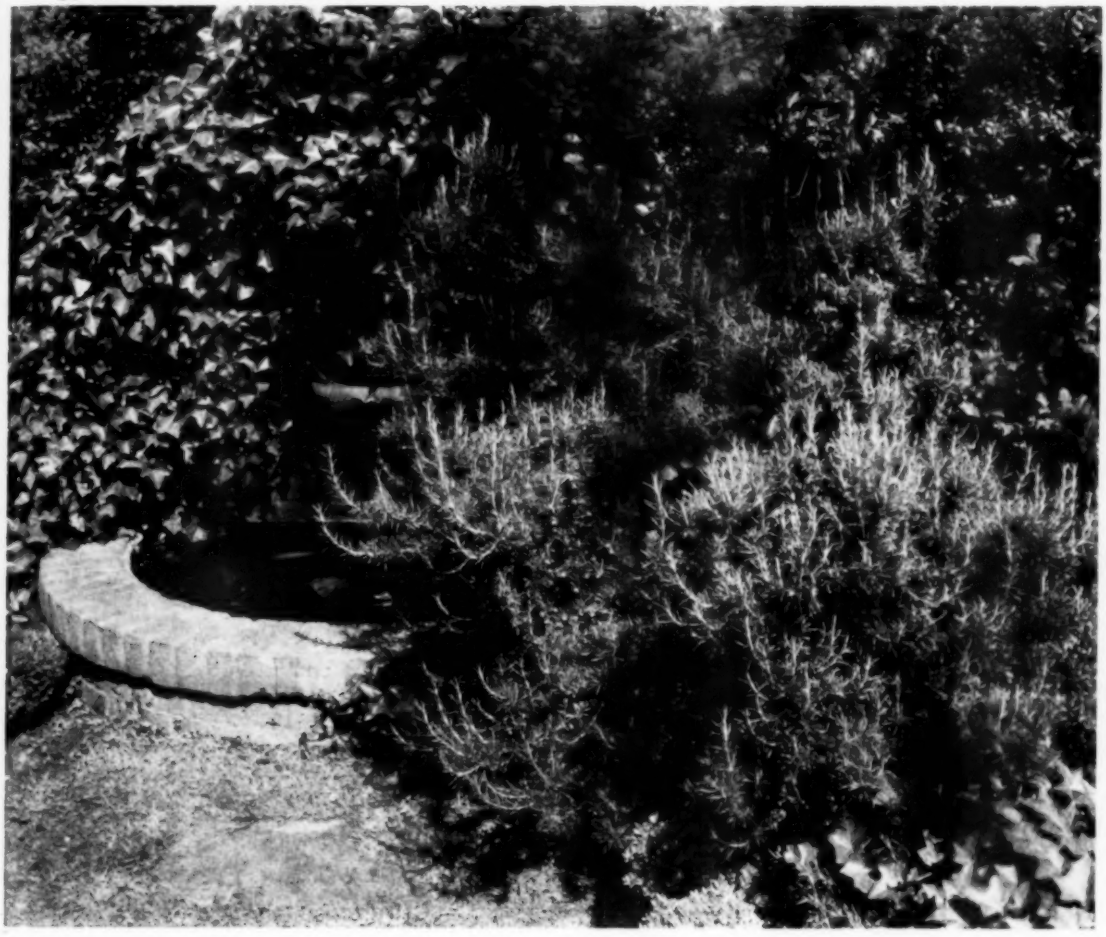

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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AMERICAN NURSERYMAN

F. R. KILNER, Editor

Editorial

RECORDING NEW PLANTS.

The plan to maintain a registration service for new woody plants at the headquarters office of the American Association of Nurserymen is one of the most forward-looking proposals put before the association for some time. During the war years, the industry problems of supplies, labor and governmental restrictions relegated to the background the normal activities of a trade organization. Peacetime now demands a program which will not only be of long-term benefit to the members, but will promote good will and public interest, so that sales volume will be more easily increased.

The reasons for such a registration service and the procedure to be followed are described on another page of this issue, in the report presented at the Boston convention by the chairman of the A. A. N. committee on plant nomenclature. The outline is presented in its fundamentals, and there is little open to argument except whether or not there is to be further delay in the establishment of such a registration service.

In addition to the benefits to nurserymen, there is the most important matter of public interest. Inasmuch as the national organization is greatly exercised over public relations activities, it might be mentioned that here is one entirely demonstrated as to its benefits. Special flower societies, representing the rose, gladiolus, delphinium, iris, peony, chrysanthemum and others, have found the registration of new varieties in their respective fields no great chore, but a service that won the interest of amateur gardeners, to the point of adding greatly to the membership of the organization.

Introductions of woody plants have increased in recent years. Aside from considerations of nomenclature, if the public had a place to go when information was desired about new plants, considerable prestige and advantageous public contact would result. More than that, the knowledge that some responsible supervision prevailed in regard to plant naming would give the public more satisfaction in buying new plants from catalogs.

Plant registration has been before commercial horticulturists in this country for many years, as it has been abroad. In England the Royal Horticultural Society is undertaking a program that is far-reaching. Steps in the same direction should be taken by the leading organizations on this side of the ocean.

FURTHER PRICE RISE?

Talk of lower prices and deflation seems to have died when the terms of the new contract signed by the coal miners became public. Higher coal prices have been announced; steel makers say they must increase their prices; another freight rate increase is said to be in the making. Higher prices for coal plus steel spell higher production costs for many industrial products.

Moreover, agricultural prices continue at an extremely high level. The demand for grain and other foods from foreign countries is a cushion under prices more effective than our own government price-support programs. Seasonal declines this summer have been small. Meat animal prices set new all-time highs in July.

Under such circumstances, the only ultimate forces which may act as a brake on higher prices are competition and increased supplies. These are not conspicuous in many fields and do not seem likely to be important enough in the nursery field in the near future to offset the effect of higher costs.

SECURING PAYMENT.

While it is an old business adage that there is no profit on a job until payment has been received, there are still a considerable number of nurserymen, particularly those who do home planting, who pay too little attention to that phase of the transaction.

There is always a good excuse when one is busy in spring. If it isn't the weather, there is some other reason why bills are not sent out promptly.

If you will remember that the homeowner is impressed favorably or otherwise not only by the quality of your work, but also by your business methods, you will realize the importance of attention to the latter. If you have your workmen start jobs as promptly as possible and, when once started, finish them expeditiously, cleaning up the property after the planting is done so that it is as clean as before, you will have made a good start in your impression. Then if you telephone the customer to ask if everything is as ordered, he will appreciate the attention. Then send him your bill promptly, while the good impression is in the customer's mind. The natural reaction will be for him to mail a check promptly in return. The longer you delay in rendering your invoice, the longer the customer thinks he can procrastinate in sending you his check.

BUSINESS STATIONERY.

Occasionally a letterhead crosses the desk which indicates that someone selling his services in landscape design, maybe a nurseryman and maybe a landscape architect, recognizes the value of typographical design in his business stationery.

This is not achieved by asking the neighborhood printer to run off a batch of letterheads or business cards —though, of course, the use of printed stationery is better than writing on unprinted sheets or post cards. Strangely enough, some beginners in business do just that, and for a considerable time.

In every city of any size there are printers who make a specialty of designing business stationery. The artistic merit is not always in proportion to the cost. An engraved letterhead on heavy bond paper may cost much more, but be less effectively designed, than a letterhead printed from type on a respectable but not expensive sheet. Between the two there are many combinations. Offset printers freely submit hand-lettered designs, but they usually expect a large-quantity order.

The firm which employs a draftsman with more than a rudimentary knowledge of lettering can have its own stationery designed. With thought and some ingenuity, there is no reason why outstanding business stationery should not be employed by far more firms in this field. The subject matter lends itself to artistic design.

P. J. VAN MELLE, Poughkeepsie, N. Y., contributed to the June issue of Phytologia, published at the New York Botanical Garden, several pages of data on "Debuts of Woody Plants in Cultivation," an accumulation of notes on the introduction and first appearance of some trees and shrubs.

The Mirror of the Trade

A. A. N. Adopts Publicity Program

Adoption of a trade promotion program to cost $24,000 for the ensuing year highlighted the convention proceedings of the American Association of Nurserymen, meeting July 21 to 24, at the Hotel Statler, Boston, Mass. Following closely in interest was the subject of fair trade practices, on which Hon. Lowell B. Mason, member of the Federal Trade Commission, addressed the gathering, after which action was taken on the recommendations of the A. A. N. trade practices and ethics committee, originally submitted at the Miami Beach convention a year ago.

Election of Officers.

Election of officers was quiet and unanimous. J. Awdry Armstrong, Ontario, Cal., was advanced to president from vice-president, while Howard C. Taylor, Eastview, N. Y., was elected to the latter office.

Mr. Armstrong was reelected member of the executive committee from region 6. From region 2, John B. Wight, Cairo, Ga., was elected to succeed Richard H. Jones, Nashville, Tenn., who was chosen member at large, as retiring president. Wayne Ferris, Hampton, Ia., was elected from region 4, since Bjarne Loss did not wish his name to be presented.

Members of the executive committee who have one more year to serve in their 2-year terms are Howard C. Taylor, region 1; James I. E. Ilgenfritz, Monroe, Mich., region 3, and Jesse Breedlove, Tyler, Tex., region 5.

William Flemer, Jr., Princeton, N. J., was reelected trustee for three years to meet the incorporation requirements of his state.

Milwaukee was chosen as the meeting place for 1948, when the city will celebrate its centennial anniversary.

Organization Session.

Preliminary to the general membership meeting, the board of governors met for organization Monday evening, July 21. Because of the increased membership and dues paid, the number of certified delegates reached the number of ninety-nine.

In addition to submission of the reports of the standing committees, as summarized on another page, Luke C. May reported for the gift certificate committee, appointed by action at the Miami Beach convention a year ago. The committee's plan is summarized in President Jones' address, on another page. The board of governors added approval, provided the plan could be worked into the public relations program of the Verne Burnett organization, which later gave informal agreement.

The pension contract with Secretary White was read in full by Vice-president Armstrong and received approval. It likewise is summarized in the president's address.

Reports of the standing committees were accepted as read, except the important one of the committee on united horticulture and plant nomenclature, presented by J. F. Styer, chairman, which is published in full in this issue. Because this involved the allocation of funds to set up the registration of woody plants, it was referred to the executive committee for further study.

J. Awdry Armstrong.

Opening Meeting.

The general meeting July 22 brought about 200 members into the ballroom besides the delgates. After the invocation by Rev. Samuel M. Lindsay, of the First Baptist church, Brookline, Mass., and a welcome to Boston by Frederick W. Cook, secretary of the Commonwealth of Massachusetts, President Richard H. Jones read his official address, the high lights of which are published on another page of this issue. Vice-president J. Awdry Armstrong presided at this session.

Treasurer Howard C. Taylor reported income of $80,576.71 from all sources the past fiscal year, including $50,353.43 from dues and $19,903.58 in contributions to the publicity fund. Disbursements totaled $65,116.02, including $9,000 for trade promotion, leaving a balance July 1, 1947, of $92,532.32. The budget for the year had been exceeded slightly, savings falling short $3,624.57 of equaling over-expenditures in some items. Budget for the ensuing year was set at $48,993.98, a little more than last year's budget, not including publicity or trade promotion appropriations, which total $25,800.

Industry Statistics.

Appropriately, there followed an address on the compilation of industry statistics, entitled "What is This Industry?" by H. Truman Fossum, a student in economics who, as a research fellow for New York State Flower Growers, Inc., compiled data about the commercial horticultural field in New York and in the United States and who is now a graduate student at Purdue University.

He pointed out the desirability, if not the necessity, of industry-wide statistics for the information of those within the field as well as those outside. As horticulture becomes more highly specialized as a branch of agriculture, the need for data increases, both as to production and to marketing. His estimates of the industry, drawn from United States census figures, were consequently approximate and nearly a decade old in their basis. He offered few figures in his address, but compilations he prepared at Cornell reveal the inadequacy of even the most elementary statistics regarding the industry and, indeed, commercial horticulture in its entirety.

Trade Promotion.

The afternoon session, July 22, after the report of the executive secretary, published in full in this issue, was given over to the report of the committee on trade promotion and market development. Chairman Charles S. Burr traced the activities of the committee leading up to the engagement, last January, of the Verne Burnett organization to make surveys and trials of publicity in behalf of the A. A. N. He thereupon introduced Mrs. Althea Rickert Wheeler, who delivered a full presentation of the half-year's work. Her explanatory comments were reinforced by charts projected by lantern slides.

The surveys have been summarized in the A. A. N. news-letters to members, as previously reported in these columns, and indicate the basis for approach to public interest. Publicity

already tried has been received by several dozen magazines and some radio stations. The plan for future work, based on these surveys and trials, was set forth by Charles S. Burr, in continuing his report, as will be noted in the excerpts published on a subsequent page.

The executive committee had approved the motions of the trade promotion committee and recommended their adoption by the board of governors. These called for the continuation of the trade promotion program at a cost of $24,000 for one year beginning Agust 1, 1947, and the payment of $1,800 for work in the interim month of July. These appropriations, as well as the $9,000 spent to midyear, would be drawn from the publicity contributions of members, equivalent to forty per cent of their dues, amounting to $19,000 in 1946-47 and about $21,000 in 1947-48.

Trade Practices.

After a morning interlude for a trip to the Arnold Arboretum, the members convened Wednesday afternoon, July 23, for two addresses on pertinent subjects. Preliminary to them was a review by Vice-president Armstrong of standing committee activities of the past year. His account to the members covered the reports presented by the committee chairmen to the board of governors on Monday evening and summarized on subsequent pages of this issue.

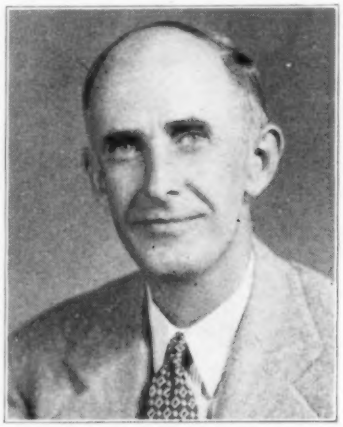
The address of Lowell B. Mason, member of the Federal Trade Commission, Washington, D. C., on "Fair Trade Practices" was of special interest because of the current concern of the A. A. N. with the adoption of a code of ethics and trade practices. In introductory remarks Mr. Mason commented on the rising value of the nursery profession as our civilization changes from agrarian to industrial. He referred to the competitive possibilities in the nursery field, in contrast to those industries requiring large capital investment. This makes desirable the promulgation of fair trade practices to set up equitable standards of behavior.

Concretely, he advised that any rules drawn up should be considered in relation to the laws governing firms affected during the war by the War Production Board or the Office of Price Administration. Provisions of the Robinson-Patman act should be observed as to selling practices.

With these precautions, he believed that industries might well establish rules of conduct that would carry out legal and moral obligations. In this manner the problems of an industry might be handled more expeditiously and thoroughly than by legal action through a governmental body.

He quoted from a former speech of his, in which he declared it was time for businessmen to stop leaning on government and to develop some moral self-reliance of their own.

Consequently, he supported the undertaking of the A. A. N. in formulating the code of ethics and fair practices partly embodied in the organization's bylaws. The humorous



Howard C. Taylor.

aspects he found in his subject added entertainment to his talk.

Policy Statements.

For the guidance of the secretary's office and officers of the association, policy statements have been drawn so as to define basic principles of the A. A. N. These, revised by the executive committee, were submitted to the board of governors. Upon being read by Secretary White, these statements individually were put to vote.

The statements voted at this time asserted the agricultural status of the nursery business favoring arbitration of disputes between members, support of a code of ethics, opposition to governmental nurseries except for experimental purposes, cooperation with state inspection and regulatory services for the better movement of nursery stock and limitation of legislative action by the A. A. N. to the national level.

Fruit Variety Survey.

Supplementing his report given at the Miami Beach convention a year ago, John T. Bregger reported on the national fruit variety trends survey being made by the American Pomological Society, to which the A. A. N. has made financial contribution. Reports on apples, pears, peaches and strawberries have appeared in Fruit Varieties, the quarterly publication of the American Pomological Society, and have been summarized in previous issues of the American Nurseryman.

In apples Delicious, Jonathan, Golden Delicious, Rome, Stayman, Mackintosh and Cortland are the leaders still, with a preponderance of planting in the red strains.

In peaches, the seven older varieties earlier reported still lead, with fifteen or twenty older sorts listed for discard. Among newer varieties of peaches Red Haven, July Elberta, Cumberland, Golden East, Summercrest, Sunhigh, Sullivan Early Elberta, Tri-o-Gem and Early Hale Haven are prominent.

Mr. Bregger presented more detailed data by sections and states on plums, cherries and grapes, which is to be reported when the additional surveys are completed.

Would Cut Board.

At the close of the session a motion to amend the bylaws was offered for posting on the bulletin board so that it might be voted upon the following day. This proposed one procedure of curtailing the size of the board of governors, the unwieldy and costly size of which was the subject of discussion in the president's address and the secretary's report. The proposed amendment would limit each chapter to one delegate, with an alternate, and the delegate would cast votes for his chapter on the basis of one vote for the first $200 of dues paid by the active members of his chapter and one vote for each additional $500 of dues paid. The following day, however ,this motion was tabled.

Soil Conservation.

Opening the Thursday morning session, A. D. Slavin, chief of the regional nursery division of the Soil Conservation Service at Milwaukee, Wis., presented an informative paper on "Soil Conservation for Nurseries." In the past few years some prominent nurseries have achieved striking success with methods of soil maintenance and conservation advised by the S. C. S. At first, the procedure on ordinary farms was followed, but now the government agents have information on the peculiar needs and crop handling of nurseries, with the result that more definite recommendations for the field are available. Mr. Slavin's talk was eminently practical. It will be published in the next issue of the American Nurseryman.

He asserted that the use of green manure crops should be limited to the provision of fertility for the soil, while

deep-rooted perennial sod plants increase the tilth and long-time improvement of the soil.

Supplementing the foregoing address, Harold S. Welsh presented a movie on soil conservation in action, depicting the work that has been going on for two years at the Mount Arbor Nurseries, Shenandoah, Ia. Eight hundred acres of hill land are under contour planting. Besides views of the fields at various stages of planting and growth, pictures appeared of many nursery operations, up to packing and shipping. As instructive film on nursery operations, this was outstanding.

Publicity Projects.

When action was asked on the trade promotion program, presented earlier by Charles S. Burr, committee chairman, the board of governors voted promptly and unanimously to authorize the executive committee to proceed with the publicity work as outlined.

The gift certificate plan submitted by Luke C. May was approved, and its use by members was urged.

Completing the approval of policy statements, the board of governors favored promotion of use of nursery stock, international quarantine for the protection of horticulture and agriculture, domestic quarantine imposed in conformance with the principles adopted by the national and regional plant boards, and research on production and distribution of the trade's commodities. Opposition was expressed to the taxation of nursery stock growing in the field.

Wayne Ferris.

Final Session.

At the final session, Thursday afternoon, a talk was given by T. Hilling, of Messrs. T. Hilling & Co., Chobham, Woking, England, who came to the convention as official representative of the Horticultural Trades Association.

F. R. Kilner, editor of the American Nurseryman, Chicago, Ill., read the report of the necrology committee, of which he is chairman.

Following the election of officers, as reported above, board agenda was completed and the seventy-second annual convention was adjourned.

Social Doings.

Outstanding feature of the social side of the convention was the past president's banquet, July 23, which crowded the big ballroom of the Hotel Statler. An excellent orchestra, a floor show and dancing followed a fine repast. Sixteen past presidents graced the head table: A. H. Hill, J. F. Sneed, F. S. La Bar, Edwin Stark, Owen G. Wood, Chet G. Marshall, Miles W. Bryant, Lester C. Lovett, E. S. Welsh, Lloyd Stark, M. R. Cashman, Harlan P. Kelsey, William Flemer, Jr.; E. C. Hilborn, John Fraser, Jr., and Paul Stark. Present at a near-by table were Mesdames Hilborn, Welsh, Bryant, Marshall and Sneed.

Each day after the meeting sessions were over, the Clam Diggers Club was thronged. Beverages and clams were served. Monday evening an orchestra played for dancing. The club was nautically decorated with ship flags and clam shells and guests received certificates of membership in the club.

Tuesday evening everyone boarded the S. S. Pilgrim Belle for a sightseeing cruise around Boston Harbor. In addition to seeing the sights across the water, there were dancing and community singing for entertainment.

On Wednesday four packed busses of ladies made an all-day tour through the historic towns of Concord and Lexington, with luncheon at the Wayside Inn, Sudbury.

Junior guests at the convention were entertained by a special get-acquainted party Monday evening and a beach party Tuesday.

Wednesday morning six busloads of men took a trip out to the Arnold Arboretum, Jamaica Plain, where arboretum staff members showed them through the grounds.

Convention Notes.

The Ladies' Auxiliary held its annual election of officers, with the following results: President, Mrs. Edward L. Baker, Fort Worth, Tex.; vice-president, Mrs. John McDonnell, Oakland, Cal.; secretary, Mrs. Clyde Worth, Kankakee, Ill.; treasurer, Mrs. Edwin Stark, Louisiana, Mo.

J. Awdry Armstrong rose early July 22 to appear on a radio broadcast on gardening at 6:45 a. m. conducted by George Graves on station WCOP.

Indian Summer raspberries were flown to Boston from the Andrews Nursery Co. farm at Faribault, Minn., to top the ice cream at the banquet.

John B. Wight.

News that the bill amending the foreign plant quarantine act passed the House of Representatives, at Washington, D. C., came by wire July 21.

Besides T. Hilling, of T. Hilling & Co., Chobham, Woking, Surrey, who addressed the convention, another English visitor was Miss Betty Stewart, of D. Stewart & Son, Ferndon, England, who had visited nurseries in the east and middle west.

C. B. Miller and Mrs. Miller spent a little more than a month driving east, stopping to call on old friends en route. Eugene Fowler, again representing the Milton Nursery Co., Milton, Ore., this year, made the trip by train and was delayed considerably by floods in the middle west.

Mr. and Mrs. J. Frank Sneed, Sneed Nursery Co., Oklahoma City, Okla., flew to Boston for the convention and for a short vacation. Their youngest daughter, Lucille, was married June 21 to C. N. Sparks, Shawnee, Okla. Two granddaughters arrived this spring: Marion Charity, born May 15 to Mr. and Mrs. R. R. Bloss, Jr., and Laura Kathryn, born March 2 to Mr. and Mrs. Jack F. Sneed.

J. B. Baker, Jr., flew his own airplane, a Stinson-120, from Fort Worth, Tex., to Boston, accompanied by Mrs. Baker. Several other aviator nurserymen came only part of the

way in their own planes because of bad weather in the midwest.

Robert Pyle, West Grove, Pa., returned home from a rose tour of England, France and Holland only two days before the convention. This year he was able also to penetrate Spain and Denmark.

Mr. and Mrs. L. C. Bobbink, of Bobbink & Atkins, East Rutherford, N. J., and Mr. and Mrs. Alec Stovkin, nursery superintendent of A. N. Pierson, Inc., Cromwell, Conn., were celebrating their fiftieth wedding anniversaries.

Mr. and Mrs. Jesse Breedlove, Sr., Tyler, Tex., received word of the arrival of their seventh grandchild while at the convention.

California was represented by more travelers than have attended an eastern A. A. N. convention for many years. They plan to be hosts of the convention in 1949 at San Francisco.

Mr. and Mrs. A. W. Krieger, Krieger's Wholesale Nursery, Bridgman, Mich., drove to Boston, calling on the trade en route, and are returning by way of Canada.

R. R. Williams, president of the Puget Sound Nursery, Tacoma, Wash., spent several weeks visiting friends in New England before returning home.

Exhibits for the Trade.

A number of supply and equipment firms set up exhibits of their products in the association lounge just off the ballroom where the A. A. N. meetings were held.

Attracting considerable interest was a labeling machine which has just been built for C. W. Stuart & Co., Newark, N. Y., by Comstack-Wescott Co., Niagara Falls, N. Y., to be offered to the nursery trade. Run by electricity, this machine is capable of attaching labels to nursery stock, from ¼ to 1¼-inch caliper at the rate of about thirty-five labels per minute. The action of the machine is gentle enough so that it may be used on soft stock, such as phlox. No wiring or punched labels are necessary; the machine wraps the label around the branch and fastens it in a single operation.

James I. E. Ilgenfritz.

Irrigation equipment was shown by the Skinner Irrigation Co., Troy, O.; spray machinery, by John Bean Mfg. Co., Lansing, Mich.; compost shredders-mixers, by Royer Foundry & Machine Co., Kingston, Pa.; cultivators, by Rototiller, Inc., Troy, N. Y.; hand tools, by A. M. Leonard & Son, Piqua, O.; hedge trimmers, by Chandler Machine Co., Ayer, Mass.; twine and paper, by J. Shore & Co., Chelsea, Mass.; and W. Ralston & Co., Inc., Niagara Falls, N. Y.; plant foods, by Ra-Pid-Gro Corp., Dansville, N. Y., and American Agricultural Chemical Co., New York, N. Y.; peat moss, by New Amsterdam Import Co., New York, N. Y., and Premier Peat Moss, Boston, Mass.; soil testers, by Sudbury Laboratory, South Sudbury, Mass.; insecticides, weed killers and fertilizers, by Swift & Co., Chicago, Ill., and Innis-Speiden & Co., New York, N. Y.; plastic pots, by Rogers Plastic Corp., North Wilbraham, Mass.

Seed firms exhibiting included F. H. Woodruff & Son, Inc., Milford, Conn., Charles F. Hart Seed Co., Wethersfield, Conn., and Doughten Seed Co., Jersey City, N. J.

Nursery firms represented with displays were Gardner's Nurseries, Rocky Hill, Conn.; Westminster Nurseries, Westminster, Md.; Bay State Nurseries, Inc., North Abington, Mass., and John Dirkmatt Co., Ridgewood, N. Y.

ALL-AMERICA ELECTION.

At a busy meeting of All-America Rose Selections, Inc., July 21 at the Hotel Statler, Boston, Mass., E. Dering, Scappoose, Ore., was elected president and Robert Pyle, West Grove, Pa., vice-president.

NEW LILY SOCIETY.

To promote interest in lilies and in research into their breeding and culture and to disseminate information about them, the North American Lily Society has been formed, according to Prof. L. H. MacDaniels, of Cornell University, president of the new society.

Members of the society, which began as the Lily Committee of the American Horticultural Society, met recently at Boston and decided to form the new organization, which will be country-wide in scope and will also include Canada. Membership will be open to anyone interested in promoting the culture of lilies, and the society will publish yearbooks, organize field days and promote lily shows.

Other officers elected are: Vice-president, Dr. R. F. Palmer, director of the Vineland horticultural experiment station, Ontario, Canada; secretary, Dr. Norma E. Pfeiffer, Boyce Thompson Institute, Yonkers, N. Y., and treasurer, Dr. Phillip Brierly, plant industry station, Beltsville, Md.

Jesse Breedlove, Sr.

PLANT BUSINESS BLOCK.

Planting of shade trees in front and along the south face of the Tribune tower as one phase of the Tribune's recent centennial celebration may result in similar developments at other sites on Chicago's famed Michigan avenue, according to Gerard F. Nelson, vice-president of the Swain Nelson Co., Glenview, Ill., which did the Tribune's landscaping. He has received inquiries from the agent of neighboring buildings.

The work at the Tribune tower consists of 20-foot silver maples, set out in large boxes on the west and south sidewalks of the building, and seven 10-foot pyramidal arborvitae, also in boxes, surrounded with plantings of white petunias in Nathan Hale court, between the Tribune tower and the W-G-N building.

ELKHART NURSERY CO. is the new firm name of the Fox Nursery, Elkhart, Ind.

FRANK A. RECK, Montgomery, O., has sold the Montgomery Plant Farm to Earl Meyer, but has retained a small section of the land for the establishment of a wholesale business.

High Lights from President's Address

By Richard H. Jones, President, A. A. N.

The inevitable termination of a tour of duty for your president is an address, usually in the nature of a summation of the accomplishments of the association during the period. Today I find myself following the general pattern, but after reviewing our attainments I will promulgate some thoughts of my own regarding the outlook and my hopes for the nursery business.

My report is on some of our major activities and the actions taken by the executive committee; the secretary will cover other major activities in his report and the vice-president will report on committee activities other than those of the executive committee.

Membership.

The membership reached a new high this year of 1,068, an increase of four per cent. Resignations of twenty-six and thirty, dropped mostly for nonpayment of dues, deducted from the ninety-six new members, leaves a net increase of forty over last year's 1,028.

We have not reached the limit of possible members, for there are still over 1,500 members of local, state or regional associations who are eligible for membership in the American Association of Nurserymen, but are not members. If these firms are worthy of membership in your own groups, it behooves you to bring them into the American Association of Nurserymen, to convince them that they need us even more than we need them.

Executive Committee Action.

Besides routine matters handled by the executive committee, some novel projects were considered.

A special committee composed of Luke May, W. M. Bond and Richard Wyman, Jr., surveyed the possibilities of a gift certificate which, issued by any A. A. N. member, could be redeemed by any other A. A. N. member. The issuing member receives twenty-five per cent and the redeeming member seventy-five per cent of the face value of the certificate. Payment will be guaranteed the redeeming firm by Employers Liability Assurance Corporation. The agreement of this firm to write such a bond is an outstanding recognition of the good management and financial condition of our trade association. The certificate can be printed in triplicate in blocks of fifty and sent out to the membership. Complete details were submitted in a report by the chairman, Luke May, to the board of governors with the recommendation of the executive committee for approval.

The establishment of an award to be known as the Norman J. Colman award for outstanding achievement in the advance of horticulture was approved. This award is to be in the form of a medal and possibly an accompanying scroll. Norman J. Colman was the sixth president of the A. A. N., serving in 1882-83 and again in 1885-86, at which time he was the last commissioner of agriculture and became the first secretary of agriculture. He instigated the Hatch act, for which he is known as the father of the agricultural experiment stations.

Richard H. Jones.

The soil conservation service has prepared at our request a 24-page, letter-size brochure showing pictures and giving experience in actual soil conservation practices that have been or are being carried out on nursery properties according to S. C. S. procedures. This will be published by the A. A. N. and sent to every member.

Board of Governors.

At New York in 1940 the secretary predicted the possibility of the board of governors reaching a membership of 100. By the time of the meeting in Cincinnati in 1944 the number of delegates had reached ninety-three and the membership and dues were increasing rapidly enough to predict a board of over 100 by 1945. Feeling that a board of that size would be a heavy drain on the finances of the association and probably unwieldy, article IV, section 2, was amended, increasing from $300 to $500 the dues required for a second and additional delegates. This action reduced the size of the board, but again increases in membership and amount of dues have increased the number of delegates, this time to over 100, or almost ten percent of our membership.

It is inconsistent to believe that such a percentage is necessary as a governing body in an association, any more than in our state or national governments.

One-half of the delegates' fares to the 1946 meeting cost us $4,820.97. The cost this year will be at least $5,000. I am convinced that the by-laws should again be amended, reducing the size of the board and still retaining the democratic principle for representation.

Secretary's Pension Plan.

The board of governors at Miami Beach ratified the commitments that had been made by President Hill and the executive committee, and authorized the purchase of an annuity policy to provide Secretary White with an income of $5,000 per year beginning at the age of 65, and to enter into a contract with Secretary White for administering the annuity policy.

A contract was drafted and after much discussion, many legal opinions and several redraftings, we were agreed. The contract has been signed and was ratified by the board of governors.

The annuity policy, payable to the American Association of Nurserymen, was purchased at an average annual cost of $4,200. The policy belongs to the American Association of Nurserymen to provide funds for old age security for Secretary White.

The contract guarantees the services of Richard White as secretary until November 10, 1961, with a present salary of $10,000 per year, and a minimum salary of $7,500 per year, provided he lives and remains physically and mentally able. The salary can be renegotiated by mutual agreement.

When he is 65, November 10, 1961, we shall begin paying Richard White $416.67 per month as long

as he shall live or, if he dies prior to November 10, 1971, payments are to be made to Mrs. White or their heir until that date. The money for these payments is provided by the annuity policy with the Home Life Insurance Co., and we can designate that the company make the payments directly to White, relieving us of handling the money.

In case Mr. White becomes totally disabled prior to 1961, the payments of salary and annuity premiums cease and he receives only such payments as the policy will provide. If he dies prior to November, 1961, then the payments are to be made to Mrs. White or their heirs in a lump sum or monthly payments as they shall designate.

We have done our best to protect the interests of the American Association of Nurserymen and Mr. White. No contract is a good one unless it is mutually beneficial. The board of governors has ratified our actions and the contract we signed.

Views on Our Business.

This being probably the last time I can speak to you officially and be certain that you must listen, I should like to express my views on the nursery business in general.

For two years the people of this great country have tried to talk themselves into a recession or a depression. So far, we have not succeeded, and we will not. There probably will be one sometime, but it will come when we least expect it and are least prepared for it. Meanwhile, we cannot remain dormant, we must go forward or backward. I prefer to go forward as long as there is firm footing.

I am very optimistic about the nursery business for the next few years. Though the war has been over for two years, we have not yet reached a stable production and economy. The estimated 10,000,000 new homes that were needed at the end of the war have hardly been started and certainly the medium to higher-priced homes are not being built to any extent as yet. Add to this new business the unlimited number of plantings that need renovating and you have a market for tremendous quantities of nursery stock.

The largest, almost untapped, field for our products today is in the rural areas. Farmers have more money today than ever before. Whereas urban building in many areas is lagging behind last year and their estimated needs, rural building is flourishing.

The industrial surveys conducted by the Verne Burnett organization and reported in news-letter 207, indicated the high regard that manufacturers have for landscaping as a part of good community relations. This is another big field.

Some of the big producers of prefabricated houses are specifying that landscaping be included in the cost of the complete home. With present scarcities of material and the extremely high cost of labor, the demand for the complete house that can be quickly erected with a minimum of labor is going to be unbelievable. Are we ready and willing to landscape them?

There has been much talk of the dangers of overproduction. What we should fear is undermerchandising. True, there are new plantings being lined out by "fair weather" nurserymen, increased production by many without any market in sight or any attempts to create a market, and probably too much production of the easy-to-grow varieties, but there is still a great shortage of good landscape material, specimen stock, new varieties and generally better class of nursery stock. Some of this takes five years and more to produce. It will take that long or longer to meet the demand for planting new homes.

My feeling is that as long as we keep our methods sound, cut the unit cost of our products, maintain a fair price to the consumers and increase our market, there should be a continually profitable era for our business for several years to come.

We have embarked on an industry-wide trade promotion or public relations program, a program to sell the public on the need for our products, on the need for our services and on the idea of buying from A. A. N. producers and distributors of this material and services. But the job cannot be done entirely by the association or a public relations organization. Public relations begin at home, in your own bailiwick and with your own employees. We can only touch off the fireworks and start the ball rolling. God can send the manna but you have to gather it in and fit it to your needs, using it to your own best advantage.

PLAN OHIO OUTING.

Final plans have been made for the summer meeting of the Ohio Nurserymen's Association to be held August 28 and 29 at Mansfield, with headquarters at the Mansfield-Leland hotel. An informal party has been arranged for Thursday evening in the clubroom.

Friday the group will drive to Malabar farm to be the guests of Louis Bromfield, who has planned a tour of his 1100-acre farm and will explain the methods of soil building, fertilizing and crop development used on it.

After luncheon there, the afternoon will be spent at the Ohio agricultural experiment station, at Wooster, where the group will inspect the taxus herbarium, the lawn grass tests and the orchard experiments.

OHIO LABEL FIRM SOLD.

The label business hitherto operated by Charles R. Markham, of Markham's Ohio Nursery, Elyria, O., has been sold to John Bozman, of Elyria, who will operate it under the name of Ohio Nursery Label Co.

The wireless paper tree label was patented in 1904 by William Bates in the name of the Ohio Nursery & Seed Co., then one of the largest nurseries in Ohio. The label enjoyed wide popularity among nurserymen. In 1920 John Rigg and William Broske purchased the business and operated it until 1944. In that year Mr. Markham purchased the business, then in a run-down condition, and subsequently revived it and added necessary equipment. His increasing nursery activities made necessary the sale of the label business.

Mr. Markham and T. N. Carpenter, proprietor of the Elyria Nursery, recently completed the Wagner Bros. memorial park in the industrial district of Elyria. The park, although small, has extensive rose plantings, flagged walks and a large reflecting pool with rotating colored lights. A high sandstone wall forms the background, while a low stone and iron fence forms the front barrier. The park costs $16,000 and is the joint product of these competitor nurserymen.

THE stock of Walker's Retail Nursery at White Station, Tenn., has been taken over by Singer Bros. Nursery, Memphis, Tenn., and will be sold at retail by next spring.

JOSEPH M. HELLER has taken the name Newport Nurseries for his nursery business at 106 West Maon road, Newport, R. I. The Newport Nurseries were supervised by his father prior to 1941.

AFTER eighteen years with F. H. Woodruff & Sons, Inc., Chan Baker, Milford, Conn., has become associated with H. L. Wagner & Sons, Imbler, Ore., as director of sales and promotion.

Publicity Program Plans for A. A. N.

By Charles S. Burr, Chairman Market Development Committee

We have learned that if you have good ideas and write them up in good form and have the proper avenues of publicity lined up to consider them—well, you get your name in print. That's publicity—NOT advertising. That term "advertising" as a lot of us apply it to this new program is wrong. Many A. A. N. members advertise, but A. A. N. does not. Right now, we are only endorsing a public relations program. We are molding public opinion in favor of our industry, products and services by sound promotion and publicity. If we had all the money in the world we still could not pay for getting these publicity releases published. If editors think it's news or worthwhile or interesting to their readers, into print it goes. If they do not, it goes into the waste basket.

That is just one small part of what we have learned. It boils down to one major truth. You've got to put yourself in the hands of people who know sound policy, who know how to give the right service, who have the imagination and the contacts to get to the right people.

Your committee feels that you chose folks who possess that kind of ability.

Now, last week, knowing that I, as chairman, was scheduled to report to you today, I asked the Verne Burnett people what they proposed in the way of a year's program—based on their preliminary work. They said: "We propose to continue the chief projects which have already been successfully started and proved to be sound. Some of the things we have experimented with need to be pushed harder. A few others should be added."

I think we should agree to that, because they fit in with the studies which have been made—of our membership, homeowners, real estate, developers and industrial managers.

Now, these projects that they propose to continue are—

1. Service to newspapers, magazines and radio. Not only do they want to release monthly and sometimes weekly special stories to news editors, picture editors and, of course, garden editors, but they want to be of a real service. They want to build large reference literature files and a photograph library for the use of the press nationally—all of this with the end result of serving the press and public and helping nurserymen at the same time.

2. They want to continue their regular releases to newspapers and story suggestions to that great group of fifty-four magazines to which Mrs. Wheeler referred. They would like to enlarge that activity to include many more.

3. They want to carry their radio contacts right across the country to influential stations in every state and every important city. They want releases on a regular monthly schedule

Charles S. Burr.

to the almost 500 sustaining stations already set up in their radio division.

4. They propose to plan talks and arrange for guests on radio programs.

5. They intend to continue to tie in with large national advertisers so that these big firms will see the value in using more outdoor settings in their national advertising. These outdoor settings will show more of the products we want to sell, and thus influence many buyers in our favor.

6. They want to continue their start in planning garden programs for clubs all over the country. Their plan is to use A. A. N. as authority for the data and work in the A. A. N. name.

7. In regard to banks, to FHA loans, to United States Department of Agriculture extension departments, park and highway commissions, veterans' administration, etc., they want to continue to build their contacts so that these important factors in American life today will help us further our program and encourage the planting of more fruits and ornamentals.

They propose during the next year to enlarge upon and push projects barely started—movie possibilities; cooperation with the fabric manufacturers, both in color and design; tie-ins with other associations and special large events of national significance where fruit tree, shade tree, shrubbery and garden material and good landscaping stories can be worked in logically and effectively. They propose to persuade allied manufacturers to promote our products along with their own.

Our public relations counsel, the Verne Burnett organization, says that our main theme should be beautification—which, of course, means home improvement through planting. To back this up, we can tie in the second great theme, that beautification pays. In various forms of promotion and publicity, we can supplement these two main ideas with other appeals you have said were important, such as keeping up standards of the neighborhood, hobby and recreation, privacy, the reiteration of the outdoor living room theme. But the heart of the campaign should be built around making homes, as well as factories and communities, more attractive by proper planting.

In carrying out the A. A. N. program, there will be room for pictures and stories on all main classes of nursery products. Nothing of importance will be missed. No matter what specialties we handle, they will get publicity so long as there is a reasonable amount of importance to the over-all picture.

If the A. A. N. program is going to be a success, it cannot run several little campaigns, one for each part of the country. If we did, the efforts would be lost in the shuffle. We need one big and strong campaign nationally—and we need to visualize it to the consumers who will be influenced to buy our nursery stock.

However, without weakening the national effort, we can meet sectional requests such as already have come in from southern and western magazines and newspapers—so long as we do not have to plan and carry out many small, sectional campaigns as such.

During the next year it is planned to give considerable study to educat-

ing the public to the idea of a several-year planting program for nursery products. This idea met with strong acceptance among nurserymen and the public.

Next to the homeowner market, the industrial field appears to be most important. Publicity and promotion to owners of industrial establishments and public utilities will be more in the nature of shots from rifles rather than shotguns. Here the fire will be largely in special business publications and work through other associations. When this is backed up by local salesmanship by A. A. N. members, the results should be great.

While the homeowner and industrial markets are the greatest, some effort can and should be made in other important directions such as veterans' memorials, highways, air fields, school and church grounds, parks, etc. When good opportunities arise in these fields, I think we can be sure that these people plan to take advantage of them. But the more concentrated efforts will be made where the majority of us have agreed that the business is.

There are 1,600 out of 2,100 trade associations in the United States which now conduct public relations programs. About four-fifths of the important associations fully realize the need for this kind of effort.

CUT FLOWER QUARANTINE.

For the purpose of preventing the entry of injurious insect pests and plant diseases, quarantine restrictions have been placed by the Secretary of Agriculture on the importation into continental United States, Hawaii and Puerto Rico of cut flowers from most foreign countries, Dr. P. N. Annand, chief of the bureau of entomology and plant quarantine, recently announced. The restrictions are effective August 1, 1947.

Until recent years transportation facilities were such as to discourage importations of cut flowers on a commercial basis. Now air express offers a convenient, rapid and somewhat inexpensive means of transporting cut flowers from many foreign countries. This has made it possible for fresh cut flowers to arrive in marketable condition from many parts of the world. A growing interest in such importations has been expressed by the florists' trade. Except in a few special cases, there have been no quarantine requirements on the entry of cut flowers. The purpose of the new quarantine is to provide for restrictions and procedures needed to take care of whatever pest risk may develop in connection with such importations in the future.

Possibility of entry on imported cut flowers of injurious pests, including the citrus blackfly and a cercospora leaf spot, led to issuance of these restrictions. The potential risks were discussed at a public hearing held at Washington, D. C., December 5, 1946. If introduced into this country, these pests could cause serious injury to our domestic floricultural and horticultural industries.

Importations of cut flowers produced in Canada, Labrador and Newfoundland are not affected, Dr. Annand stated. Insect pests and plant diseases likely to be found in cut flowers from these three countries are largely common to the United States.

Under the new regulations imported cut flowers, other than those from the three countries named, require inspection at the port of entry. Injurious infestations or infections found will be eliminated by treatment if possible. If this is not feasible, the importer has the option of shipping the flowers to a point outside this country or destroying them.

In addition, Dr. Annand pointed out, administrative instructions supplementary to the quarantine regulations require that permits be secured from the bureau of entomology and plant quarantine in advance of the importation of cut flowers of camellia, gardenia, cape jasmine, rhododendron, rose and lilac.

NEW JERSEY NURSERIES.

Nearly 5,000 acres in New Jersey are devoted to nursery crops, the state department of agriculture reports. True to the name of the Garden state, the New Jersey nursery industry continues to rank high as a source of ornamental plants, trees and shrubs.

In the early days of the past century, New Jersey nurseries were an important source of orchard trees and plants with which fruit farms were stocked. At present, interest is concentrated primarily in the production of ornamentals, especially evergreens.

Combined with the returns of New Jersey's flower growing industry, the total value of the output of all horticultural establishments in the state was estimated at $18,000,000 in 1946.

Frank A. Soraci, supervisor of nursery inspection, reports that New Jersey has 443 nurseries, with all of the twenty-one counties represented. Bergen county leads, with sixty-four concerns; Morris county ranks second, with forty-one, and Passaic third, with thirty-five.

Although Bergen county leads in the number of nurseries, more land in Middlesex county is given over to the industry, 1,146 acres being under cultivation. Monmouth county ranks second in acreage, with 821 acres, followed by Cumberland county, with 478 acres. Fourth largest area devoted to nursery stock is Bergen county, with 377 acres. Union county is fifth, with 356 acres.

The total area devoted to nursery stock amounts to 4,670 acres. The survey indicates that 1,645 acres are planted exclusively in evergreens, 992 acres in flowering trees and shrubs, 180 acres in perennials, and 211 acres in shade trees. The remainder is devoted to miscellaneous and general stock.

Roses account for about seventy-five acres, while another specialty among nursery owners in Bergen county is the growing of aquatic plants for pools.

The preliminary survey reveals a slight increase in the nursery acreage in recent years. Those interviewed report that there is a considerable demand for nursery stock, and a good market is anticipated for several years to come because of home building, public works and industrial landscaping now being planned, states the New Jersey department of agriculture.

PEAT FIRM RENAMED.

Michigan Peat, Inc. is the new name of the American Soil Sponge Selling Corp., 267 Fifth avenue, New York 16, N. Y., whose peat bogs are located at Capac, Mich., in Lapeer county.

This company has been producing Michigan peat for over thirty years. Following the recent trend of many corporations who are identifying themselves with their products, the change of the corporate name to Michigan Peat, Inc., was made. There is no change of address, management or product. The company continues to be run by its vice-president and treasurer, Miss Ethel B. Poppel, who this month celebrates twenty years with the company. An invitation is open to readers of the American Nurseryman to visit the peat bogs and be shown around by the plant manager, Harvey Kenn.

MRS. L. H. COLLIER is starting Collier's Flower Nursery at Albuquerque, N. Mex.

MASON J. TOLES has been granted a special permit to open a wholesale and retail nursery at Banning, Cal.

Secretaries Study Association Work

New to the A. A. N. convention program was a meeting of the secretaries of state and regional associations to study the form and activities of the industry's organizations, as well as to ponder projects that will increase the value of these bodies. About twenty attended the morning and afternoon sessions at the Hotel Statler, July 21.

They represented about half of the thirty-seven associations which had returned responses to a questionnaire sent from A. A. N. headquarters and reported by R. P. White to open the first session, after election of John D. Siebenthaler, Dayton, O., as chairman.

The thirty-seven associations reported 2,075 active members, 454 associate, 118 honorary and 85 of other categories. Requirements varied widely, of which ten were listed. The majority require formal application, but eleven do not.

Twenty-five associations have a flat fee basis for active membership, varying from $1 to $10 per year. Nine base dues on dollar volume, and three on acreage. Twenty-six organizations have a financial reserve.

Sixteen state associations send printed or mimeographed bulletins to members either regularly or at varying intervals.

State organizations reported a widely varying list of objects currently promoted. A still longer list contained suggestions of projects that might be undertaken.

Difficulties were, in order, obtaining members' interest, building meeting programs and lack of well defined activities. Cooperative study of their problems by the secretaries in annual meetings of the kind instituted this year was suggested as a means of overcoming these obstacles.

Jack Lincke.

California Program.

The program of the California Association of Nurserymen — the only state body with a full-time paid secretary—was explained at length by Jack Lincke, whose work as executive secretary of that organization has been outstanding. To amplify his oral outline, he supplied his audience with mimeographed copies of an 18-page exposition, accompanied by a 16-page association bulletin as an example of its coverage.

Asserting that individuals join trade associations for one purpose, to make more money, Jack Lincke pointed out the ways in which direct financial returns may be made, such as cooperative purchasing and group insurance. Meeting legislative problems is of prime importance, and well conducted meetings promote interest.

He recommended a permanent program of objectives to be followed. Among these are publicity, legislation, standardization, trade practices, information, cooperation with state departments of agriculture, permanent record file, public relations, labor relations, the publishing of bulletins and assistance of members in their problems.

The group insurance, advertising training, market research, labor relations and publicity projects of the California association have been described in recent issues of this magazine. Some of these have returned actual savings of several thousand dollars annually, totaling nearly half of the amount of members' annual dues.

Through the monthly meetings of chapter groups and through the annual state meeting, interest of members is promoted by programs that combine business benefit and social enjoyment.

In the discussion that followed Mr. Lincke's talk, relief from the personal property tax on growing nursery stock was urged, as it has been obtained by passage of a bill in the legislature in several states. Albert F. Meehan, Secretary of the Pennsylvania Nurserymen's Association, pointed out the reduction of employers' liability insurance rate in Pennsylvania, a possibility elsewhere.

Meeting Programs.

Building meeting programs was the subject of several speakers. Representing the regional association, Louis C. Vanderbrook, secretary of the New England Nurserymen's Association, briefly outlined the procedure. Early preparation and planning is important. In a 3-day program, the second day is an educational interlude, when practical talks are presented by chosen speakers, employees are admitted and a registration fee is charged. He emphasized the importance of making the program interesting, not too dry and as valuable to the individual nurseryman as possible.

John D. Siebenthaler, secretary of the Ohio Nurserymen's Association, explained that the annual school for nurserymen conducted by the horticultural department of Ohio State University provides the educational program for those in his state. Hence the 2-day program for the association's meeting usually embraces speakers from outside the industry who can provide inspirational or informational ideas. An executive session considers business pertinent to association members only. Through the general program one theme prevails each year, such as soil conservation or marketing. "Ye Olde Time" dinner provides an annual evening of informal yet distinctive entertainment.

For the local organization, Hewlett W. Lewis, secretary of the Long Island Nurserymen's Association, indicated the importance of discussing state and national trade topics for the benefit of the many members who do not belong to the large organizations. The diversity of members' interests requires varying the

John D. Siebenthaler.

subject of meetings, usually more frequent than those of state groups. Sometimes questionnaires reveal things of particular value. Committees to study pertinent problems provide occasional valuable reports. Little outside talent is obtained for local groups' programs, though county agents and officials make useful contributions. Six or eight meetings are held a year, in summer and winter, other seasons permitting only scant attendance.

Thomas S. Pinney, secretary of the Wisconsin Nurserymen's Association, asserted the best program features were provided by the members and closely interested persons, rather than professional speakers.

Monthly dinner meetings for members' exchange of ideas promote local organizations, stated Frank Pflumm, Kansas City, Mo.

Legislative Activities.

Besides those bills that come before the state legislature affecting nurserymen directly, much legislation of an indirect nature should have the attention of the state association, stated Miles W. Bryant, secretary of the Illinois State Nurserymen's Association, in his discussion of "Legislative Activities of State Associations." This legislation includes local improvement, labor, general tax and regulatory bills.

The nurserymen's attitude on such bil's should be registered, usually through an organization of larger scope. Mr. Bryant touched on types of legislation directly affecting the industry, such as that regarding taxation of growing stock as personal property, state inspection and license fees, lien law and noxious weed law. The support of the state inspection service, in the department of agriculture, devolves on any nurserymen's organization.

In legislative work, it is of paramount importance that nurserymen have the acquaintance of their representative in the state assembly and to make known to the latter the scope and effect of bills that are introduced affecting this industry. An organization such as a state manufacturers' association, agricultural association or retailers' association is helpful as a channel for action by the nurserymen on general bills.

State Agencies.

The subject of cooperation with state agencies was divided among three speakers. That relating to state departments of agriculture on regulatory and inspection matters was assigned to Murray P. Ramsey, secretary of the Texas Association of Nurserymen. In his absence, Jesse Breedlove, Texas president, read a report on the budwood certification program as an example of such cooperation.

In regard to state agricultural experiment stations, Wayne Ferris gave some Iowa experiences, inasmuch as Clyde Heard, secretary of the Iowa Nurserymen's Association, was kept home by illness. An active committee of the association works closely with the station in regard to a number of projects, and the results have been gratifying to both parties. The same contact is maintained with other state institutions and organizations. Through such joint action, an arboretum is planned at the state college at Ames.

Miles W. Bryant.

Bernard Ward, secretary of the Michigan Association of Nurserymen, told of the successful work of a joint committee in establishing the course in nursery management at Michigan State College. The training of GI's in this course has been guided by the joint committee, which was instrumental in obtaining the additional appropriations for necessary facilities required beyond those originally available.

Frank Pflumm, secretary of the Kansas Association of Nurserymen, told of the cooperation of the association with the state highway department, resulting in the increased use of trees and shrubs in highway planting. Through the state chamber of commerce, civic organizations and garden clubs, support was secured for increased highway planting. Better maintenance is likewise being sought.

Then the meeting was thrown open for the suggestion of subjects to be presented at subsequent gatherings of association secretaries. Final action was a vote to organize Nurserymen's Association Secretaries, with the following officers elected: President, Miles W. Bryant, Princeton, Ill.; vice-president, John D. Siebenthaler, Dayton, O.; secretary-treasurer, Jack Lincke, Los Angeles, Cal. Further motion was passed that each of those present send $15 to the secretary to defray organization expenses and that all other secretaries of local, state and regional associations be invited to join.

PAPER MILLS PLANT TREES.

Tree planting by member paper mills of Trees for Tomorrow, Inc., in their own industrial forests will exceed 1,240,000 seedlings this spring. Trees for Tomorrow is an organization composed of paper manufacturers, schoolmen, civic leaders and farmers which plans to reforest approximately the entire northern half of Wisconsin. It was organized four years ago.

The Tomahawk Paper Co. last month began planting 400,000 trees with a mechanical tree planter. The Rhinelander Paper Co. also has purchased a mechanical planter and has a quota this spring of 215,000 Norway pine, white spruce and white pine trees.

The Consolidated Water Power & Paper Co., Wisconsin Rapids, will plant 300,000 white spruce trees and has distributed an additional 160,000 white spruce trees to landowners in Oneida and Forest counties.

Mosinee Paper Mills Co. will add 300,000 new trees to its holdings in northwestern Wisconsin and 20,000 in the vicinity of Mosinee. The Ward Paper Co., Merrill, and the Whiting Plover Paper Co., Stevens Point, will continue planting projects started several years ago on plantations adjacent to their mills.

F. E. FLETCHER has sold his business at Warren, O., and has opened a nursery and greenhouse at Leavittburg, O.

THE Milwaukee branch of the De Melt Nurseries is being discontinued, but the nursery at Waukesha, Wis., will continue.

AUGUST 6, nurserymen, arborists, fruit growers and amateur gardeners will gather at the branch experiment station of the University of Massachusetts, at Waltham, for the annual field day.

Landscape Association Meets at Boston

About 100 persons attended the one-day meeting of the National Landscape Nurserymen's Association July 21 at the Hotel Statler, Boston, Mass.

The morning session opened with an address by the retiring president, Ray Hartman, San Jose, Cal., and the report of the secretary-treasurer, Harold E. Hunziker, Niles, Mich.

In a talk on "Training for the Landscape Student," Walter L. Chambers, assistant professor, school of design, Harvard University, Cambridge, Mass., said that there are two categories of landscaping to be considered. One he termed land planning, which is physical planning and large-scale design such as that for parks and recreational areas, parkways, subdivisions and housing projects. The other category is garden design, which he defined as planning for areas for individuals or small groups. This type of landscape designing calls for more imagination and taste and requires a knowledge of the fine arts in addition to skill at free design and a knowledge of plant materials.

Proper training for the landscape student should include background, technical training and practical experience. It is the background work that is usually slighted, said Mr. Chambers, which is one of the greatest weaknesses of most courses. He recommended that background training be of a cultural and a general nature.

In the elementary phase of technical work, most important is a good training in abstract, or free design, which gives the landscape designer a vocabulary he will use in all his work. In the advanced period of training, Mr. Chambers recommended a thorough introduction to professional practice.

The landscape school's curriculum is ever-changing, for emphasis in landscape work changes with economic development. With the era of large estates gone, emphasis is on planning for the many. Today landscape planners have a social obligation, said Mr. Chambers, to remember that it is "the forgotten middle class which deserves the benefits of good landscape planning."

The large-scale landscape program of a city was explained in a talk on the "New York City Park System," by Stuart Constable, chief designer of the New York city department of parks.

Landscape work done by the city includes that for parks, parkways and housing projects. Work is to be done on housing projects on more than 600 acres of land, and ninety-one miles of parkways and expressways are to be planted.

A typical planting for a housing project would include a total of twenty-seven trees and 549 shrubs per acre. The trees used range in size from 4 to 6½-inch caliper and include such species as Acer platanoides, Gleditsia triacanthos, Crataegus crus-galli, Platanus acerifolia, Quercus coccinea, Quercus palustris, Tilia tomentosa and Ulmus americana.

George Siebenthaler.

Shrubs run from two to six feet and include Euonymus alatus, Ligustrum amurense, Ligustrum obtusifolium regelianum, Lonicera morrowi, Lonicera tatarica, Viburnum dentatum, Viburnum sieboldi, Viburnum tomentosa, Rhamnus cathartica and Parthenocissus tricuspidata.

On the ninety-one miles of parkway and expressway planting a typical mile will include 959 trees from 2 to 8-inch caliper, 1063 shrubs and 33,505 vines and creepers. Cornus florida is the most used tree, while three shrubs of a list of fifteen are favored. They are Clethra alnifolia, Hamanelis virginiana and Myrica pensylvanica. As a ground cover Lonicera japonica halliana is used in large quantities on areas such as steep slopes of banks, where mowing of grass would be too difficult.

At the afternoon session the audience increased considerably to hear Bradford Washburn, director of the New England Museum of Natural History, at Boston, relate his experiences of only a few weeks ago in climbing Mount McKinley in Alaska. Mrs. Washburn, who was introduced, was a member of the party of thirteen that made the expedition and is the first woman to have scaled Mount McKinley, North America's highest peak.

William Natorp, of the W. A. Natorp Co., Cincinnati, O., recently made an extensive tour of nurseries in various parts of the country and described some of them in a talk entitled "The Sales Grounds as an Aid to Selling Landscape Projects."

In California, where the warm weather permits, extensive use is made of lath houses for displaying and growing stock. Plants are displayed in gallon cans at most establishments. A unique system to aid in waiting on customers has been put into use by several firms. When a customer wishes to make a purchase he registers at the office and when his turn comes his name is read over the loudspeaker. This system has been of especial value during the rush season when two to three thousand customers will buy plants on a Sunday afternoon.

One of the most elaborate setups Mr. Natorp visited was Howard's California Flowerland, a 25-acre establishment, modern in every detail, in the suburbs of Los Angeles, Cal. A large court planted with annuals makes an inviting display as one enters the nursery.

At Ontario, Cal., Armstrong's Nurseries uses 100x200-foot lath houses for its display areas and the California Nursery Co., Niles, Cal., has five sales lots, all under lath.

Mr. Natorp said that everywhere in California he had noted the way plants for sale were all clearly labeled as to name, size and price.

In the middle west, particularly at Chicago and Detroit, there are a large number of combination fruit and nursery stock stands, and many nurseries have opened branch sales lots. I. E. Ilgenfritz' Sons Co., Detroit, Mich., has opened five extension sales lots in the Toledo area.

At a short business session, George Siebenthaler reported on the publishing and sale of the booklet on industrial plantings and Harold Hunziker, on the After Care booklet. F. R. Kilner, editor of the American Nurseryman, discussed the prize designs of the competition for designs for small home grounds.

Election of officers concluded the meeting. J. Franklin Styer, of Styer's

Nurseries, Concordville, Pa., was chosen president and George Siebenthaler, Siebenthaler Co., Dayton, O., vice-president. Harold E. Hunziker, M. J. Hunziker & Sons, Niles, Mich., was reelected secretary-treasurer. New members on the board of directors are Charles Boardman, region 1, Gerald Nelson, region 3, and Leonard Riggs, region 5. Owen Wood, Vernon Marshall and George Roeding, Jr., are the other board members. Retiring president, Ray Hartman, is the director-at-large.

Awards in the photograph contest, announced July 24, were as follows: First prize, Siebenthaler Co., Dayton, O.; second prize, Farr Nursery Co., Wyomissing, Pa.; honorable mention, Landscape Service Co., Framingham, Mass.; Carl Ray, St. Matthews, Ky., and White Elm Nursery Co., Hartland, Wis.

ARNOLD ARBORETUM INTRODUCTIONS.

Now that plant collectors have explored most of the north temperate zone and a large portion of the Orient, the Arnold Arboretum, Jamaica Plain, Mass., is continuing its 60-year tradition of introducing plants of horticultural interest to the American public through the means of selections of occasional sports or mutations and the production of hybrids of various species and varieties.

After hybrid plants developed at the arboretum through these plant-breeding methods are selected for introduction, they are distributed to cooperating nurserymen for propagation and dissemination. Several varieties of forsythia, a long-flowering cherry and many new ornamental apples are currently being introduced. Cuttings of the two forsythia varieties, which have been named, have been sent to nurserymen. The original plant of Arnold Dwarf, a segregate from a cross between Forsythia intermedia and F. japonica, is about two feet tall, with a spread of about eight feet at the age of 6 years. The drooping branches root readily and produce a creeping mass of foliage with small leaves, about an inch long. Although this forsythia has not produced flowers and may never do so, its vegetative habit is so attractive that it should be of value as a ground cover or border plant.

Arnold Giant is a tetraploid forsythia induced by treating a seedling of Forsythia intermedia with colchicine. As on most plants with a double chromosome number, the leaves are thicker and greener, and the flowers are larger and darker than those of the parental form. The leaves are ovate, three to four inches long, with serrated margins. The plant is somewhat stiff when young, but forms a compact, spreading bush when mature. At the Arnold Arboretum, this variety has flowered every year for the past four seasons and is hardier than most species and varieties of forsythia, although probably not so hardy as F. ovata.

Among the cherry hybrids, one of the most interesting is a form which appeared in the progeny of a hybrid between Prunus subhirtella and P. yedoensis. The original plant flowered when it was 2 years old, and at 6 years it is about seven feet tall. It bears a profusion of small, semi-double white flowers, which show a tinge of pink as they open. The flower buds develop irregularly, so that in a normal season there is a good bloom for from ten days to two weeks. This variety, as yet unnamed, will be distributed to nurserymen next year.

Harold E. Hunziker.

The ornamental apple hybrids have included a number of promising varieties, but the proportion of good types has been small. Some of the better varieties will be made available to cooperating nurserymen within a few years.

Hybrids developed at the Arnold Arboretum are grown in the nursery plots of the Bussey Institution, and a few of the selected hybrids are grown on the Bussey grounds to provide readily accessible propagating material. In the future, hybrids are to be tested at the Case estates, at Weston, recently given to the Arnold Arboretum, where ample land is available and there is little or no danger of vandalism.

Although the greenhouses and nursery plots of the Bussey Institution are not open to the general public, professional or amateur horticulturists who are interested in plant breeding or propagation are welcome, according to Karl Sax, who is the author of an article on plant breeding at the arboretum in the March 26 issue of Arnoldia.

CANKER OF SIBERIAN ELM.

A canker and dieback disease of Siberian elm, Ulmus pumila, was described in the April issue of Phytopathology by Dr. J. C. Carter, of the Illinois Natural History Survey. The disease, noted first several years ago in a commercial nursery on Siberian elms four to ten feet tall, developed on trunks, branches and twigs of affected trees in early spring. The fungus is described by Dr. Carter as a new species, Tubercularia ulmea, of which black sporodochia developed in the diseased bark. Smaller cankers are calloused over by late summer; large cankers are not calloused over for one or two years. Cankers were not observed to enlarge in succeeding years. This tubercularia also attacks and produces black sporodochia on the twigs and small branches which are weakened or killed by shading in the interior of crowns of Siberian elms. Typical cankers and dieback were produced by artificial inoculations.

TE PASKE HEADS FARM SALES AT GRAHAM-PAIGE.

The appointment of B. A. Te Paske as vice-president in charge of sales for the farm equipment division was announced last month by Joseph W. Frazer, president of Graham-Paige Motors Corp.

After his release from the navy, in which he served as a lieutenant commander, Mr. Te Paske joined the company in December, 1945, as regional manager at Omaha, Neb., and was later promoted to assistant sales manager.

Mr. Te Paske will direct the activities of 3,000 distributors and dealers of Frazer farm equipment and the Rototiller farm machine.

WAYNESBORO NURSERIES, INC., Waynesboro, Va., has added a modern 2-story packing shed.

FORMERLY at Godfrey, Ill., the Adrian Nursery is now located at 901 South Eighteenth street, St. Louis 3, Mo.

Outline Gift Certificate Plan

The gift certificate committee feels that the association should adopt the gift certificate plan because it opens a new field of business to the nursery industry. Prior to this time we have been unable to enjoy the business benefits that accrue to those products that can be used as gifts during the various holiday seasons. It is a well known fact that the volume of business is tremendous at Christmas, Easter, Mothers' day and many more holidays throughout the year. With the adoption of the gift certificate plan, we believe that the nursery industry will be able to capture some of the money that is being spent for gifts. In addition, our product has the added advantage of being novel and being truly a gift for a lifetime because it is one that does not wear out, wither and die, or is used a few times and quickly forgotten. At the present time our association is in the process of spending a large sum of money for national publicity, and we believe that publicizing this gift certificate would give the publicity committee a peg to hang its hat on. The selling of the gift certificate lengthens the season in which we are able to do business. It should increase our membership somewhat if the plan is successful.

The plan is that the association print and distribute to all members blocks of gift certificates without charge. These gift certificates should be printed in blocks of fifty and be imprinted with the individual members' association number as well as a certificate number. The members, upon receipt of these certificates, could then sell them to anybody. These certificates could be redeemed at any association member's nursery in any part of the United States. The issuing member would collect for the gift certificate, and when the certificate had been presented as a gift and then redeemed, the redeeming nursery would render the issuing nursery an invoice for the face value of the certificate less twenty-five per cent. We suggest that the minimum gift certificate issued be $5. The certificate would be printed in triplicate, the issuing nursery to keep one copy and give the donor or purchaser the other two. The donor would mail one as a gift to the recipient and keep the second as a receipt. The recipient would turn in his copy to the redeeming nursery upon securing the gift. The redeeming nursery would send this copy back to the issuing nursery along with its invoice. The plan is simple. Members often would redeem the certificates they had issued, but in a great many cases they would redeem certificates from other parts of the United States.

The great objection to this plan has been the question of a clearing house and failure of issuing nurseries to pay redeeming nurseries. Your committee has been successful in securing Employers Liability Assurance Corp., Ltd., to write a bond covering the entire membership, which

Luke C. May.

will guarantee payment of all gift certificate redemptions. This takes away the great burden of a clearing house. Of course, an accurate record of the blocks of gift certificates issued to the members should be kept by the association office and be available at all times to the bonding company. The cost of such a bond is one-tenth of one per cent of sales, or $500, whichever is the greater. Each certificate would bear the words: "The redemption of this certificate guaranteed by the Employers Liability Assurance Corp., Ltd., Boston, Mass."

In talking with the bonding company I suggested we would sell an average of twenty gift certificates per member at $5 each, or $100,000 of new business. It is strictly a guess; it might be a great deal more or a great deal less. It has been suggested by the bonding company that the certificates be issued annually and that, when paying their dues, the members mail back the unused portion of the gift certificate blocks and a report of the gift certificates they had issued. An additional line could be added to the dues form which would indicate the amount of the gift certificate business, and the volume throughout the membership could be easily computed.

I am sure it will be of interest to the executive committee and members to know that it is the first time in a great many years that such a bond has been written for any industry. The companies steer away from writing such a blanket bond. However, after thoroughly checking our association they were greatly impressed by the businesslike organization we have and the efficient manner in which it is run.

This plan resembles the florists' telegraph delivery service somewhat, but bear in mind that when you send flowers by wire a delivery boy delivers a bouquet, over which the recipient has no control. He leaves it at the door, and the florist has no opportunity to see the customer. However, in redeeming a gift certificate the great majority of people will actually visit the nursery where they are going to redeem their certificates and in that way nurserymen will have opportunity to see and greet new customers.

Report of the gift certificate committee presented at the Boston convention of the A. A. N. by Luke C. May, chairman.

AGRICULTURE OFFICIALS AT SHENANDOAH, IA.

The Association of Secretaries, Commissioners and Directors of Agriculture was invited to meet at Shenandoah, Ia., July 10 to 12 by Harry Linn, Iowa director, the first time the organization had met in so small a community. The nurserymen and seed houses of the town acted as hosts. One-half day was spent in a tour of the nurseries, and the educational results were acknowledged by guests and hosts alike. So successful was the event that it was proposed that future meetings be held in smaller communities to get the touch of rural life. Officials of thirty-one states attended.

NEW MISSISSIPPI GROUP.

A coastal unit of the Mississippi Florists' and Nurserymen's Association was recently organized by leading nurserymen and florists along the gulf coast, from the Alabama-Mississippi state line to Pass Christian, Miss. A meeting was held July 14 at the Gulf Hills hotel, Ocean Springs, Miss.

Secretary Reviews A. A. N. Activities

By R. P. White

It was eighteen years ago almost to the day that I attended my first convention of this association. It was held at Boston in this hotel. I remember little about that meeting, being a total stranger to all except the nurserymen from New Jersey. Little did I, or anyone else, for that matter, then dream that when we returned to Boston in 1947, we should return with an entirely new organization. In 1929 the A. A. N. had 638 members, near the peak for that time, received in dues the sum of $19,420 for that current fiscal year, also near the top, and was embarking upon a trade promotion campaign supported by donations.

The parallel between 1929 and 1947 should be apparent. We have 1,068 members today—an all-time high; we received income from dues during this past fiscal year of approximately $50,000, another all-time high, and we are again embarking upon a trade promotion effort. We hope, however, to have learned something from the experience of 1929-1931 so that the mistakes made then will not be repeated now. I shall return to this matter later.

Ten years ago, in 1937, I attended another A. A. N. convention, this time at Chicago, which saw the fruition of several years' work in effecting a reorganization of the association. "Our house is on fire and we have no organized method of fighting it" was the theme of that meeting.

At that time the association had only 337 members, its dues income had fallen to $9,105 for the fiscal year 1936-37 and the moral fiber of the association was in a woeful state. Since then, under the reorganized structure the A. A. N. has grown numerically and financially, and as a result we are now in a position to assume, as we have assumed in recent years, our moral responsibilities to our industry, our government and our public. This position has been made possible only by the increasing general support the association has received from its members and by the work of its officers and committeemen. This position will be maintained only so long as this support and this unselfish cooperation for the good of the whole continues.

The American Association of Nurserymen is legally designated as a cooperative business league. It is composed of almost 1,100 members in forty-four of the forty-eight states. Its policies toward matters of national interest are determined by a representative and democratic board of governors, and the resolution of these policies into action is the obligation of your executive committee through its employed personnel. As a cooperative organization, built on the principle of service to the industry in the public interest, let us examine briefly our cooperation both internally among ourselves and ex-

R. P. White.

ternally with other organizations and groups for the purpose of promoting the basic objectives of our association. These basic objectives are clearly stated in our articles of incorporation as those things "that will add to the prestige and standing of the American Association of Nurserymen, make their business more profitable, and to advance the nursery industry in the public esteem."

Cooperation with Others.

The past fiscal year of association activities has seen an increase in cooperative activities with other organizations on the national level. Since these activities enhance the esteem of the A. A. N. and therefore of its members in the minds of those groups with whom we cooperate, it is well briefly to mention these cooperative efforts.

During the year, we have entered into a cooperative working arrangement with the United States Department of Agriculture, bureau of plant industry, soils and agricultural engineering, whereby any new plant developed by the department, of possible horticultural worth to the industry, will be released through the A. A. N. for trial purposes. Once thoroughly tested in competition with standard varieties, and if found to be a superior sort or to fill a horticultural need not already supplied, then the new origination will be named and introduced. Under this agreement we are now cooperating with the U. S. D. A. in testing several new strains of azaleas and new hybrid varieties of chrysanthemums. We anticipate that additional azalea strains will be available for testing next year.

We have for the past two years cooperated with the American Pomological Society in its fruit variety trends survey while at the same time conducting among our members who produce apple and peach stock annual surveys of production. We believe this cooperative program will be of direct benefit to those of our members engaged in the production and distribution of fruit stock, and has certainly been worth while from the association's viewpoint in building better relations with the American Pomological Society and, through the society, with the commercial fruit growers.

We are now embarking upon a cooperative effort with several groups, including the state departments of agriculture and the state agricultural colleges and experiment stations both individually and through their associations, aimed toward the objective of so improving our fruit stock from a virus infection standpoint that quarantine of an embargo nature will not be needed. This cooperative effort is just getting under way, but promises a great deal to us as an association, to our fruit stock producers, to the commercial orchardists and consequently to the general public. State associations of nurserymen, once the cooperation is under way, will carry the burden of continuing whatever cooperative arrangements are established if on a state basis. There is a possibility, however, that a regional basis of financial support may be evolved, in which event the national association will probably be a cooperating agency.

Our cooperation with the national

[Continued on page 54.]

Plan for Registration of Woody Plants

By J. Franklin Styer, Chairman A. A. N. Plant Nomenclature Committee

The committee on united horticulture and plant nomenclature recommends that the A. A. N. register new woody plants exclusive of roses, in order to build a record of plant introduction.

Introductions of woody plants have changed in the last decades, so that almost none of the new plants in commerce are species; on the contrary, most are hybrid and selected varieties. This change has altered the nature of the nurseryman's business in that propagation is largely vegetative rather than from seeds. It has raised issues of correctness of name and trueness to name, and has led to confusion in catalog making which possibly can damage the reputation of nurserymen in general as authorities on plants. It has also resulted in the withdrawal of scientific men from interest in classification and identification of horticultural plants, because their fields of work are concerned with species rather than with hybrids and varieties.

Efforts at orderly cataloging of names and descriptions of woody plants, with introduction records, are being made at intervals in a few limited fields, as, for example, the monograph on lilacs published in 1942 by the American Association of Botanic Gardens and Arboretums. We approve and commend these works, and have previously recommended that such progress in the monograph manner be encouraged. These compilations with the expert study of varieties that they entail are among the most valuable services of our arboretums and it is gratifying that the more recent publications are the result of collaboration between many such institutions.

However, it is apparent that records of origin and introductions must be readily available for the editors of such works; otherwise the information on names and descriptions is not authentic, the work involved in preparation is multiplied, and in many cases the expense becomes too great and the work is abandoned.

Information coming to members of the committee indicates that the number of new plants to be introduced in the near future is very large. In addition, the number of firms or individuals which will be making the introductions is large. Many of the records used in assembling the present information on woody plants come from library copies of early catalogs of a mere handful of nurseries. It is easy to realize the large number which would be required for that purpose a few years hence. Fortunately the way to solve this problem has been found in centralized registration.

Systems of permanent registration are in operation in the following major plant groups: Camellias, chrysanthemums, gladioli, irises, peonies, roses. Registration of many other plants is maintained by the appropriate societies. We note that these groups are mostly perennials, in which catalog changes are rapid and a master list is somewhat of a necessity. Prompt registration and circularization of information in such groups represents sound use of society dues, for the practice avoids confusion and keeps the trade up-to-date. There can be no doubt that the practice also keeps up consumer interest in the plant group.

J. Franklin Styer.

In the woody plant field there is no such rapidity of change that is the rule in most of the groups mentioned. Therefore the need for a registration system cannot be considered immediate. However, the woody plant, once introduced, usually remains in commerce a very long time, during which time its origin may be forgotten and other clones may become confused with it and sold under its name. While in the past the pertinent information has usually been available in the libraries of various institutions, the multiplicity of introductions and the very size of the nursery industry work against that chance in the future. The institutions are also becoming more specialized and less likely to be interested in a complete record. All these factors in the situation point out the need of a permanent registration office which is always in touch with the entire nursery industry.

In order that the program of registration shall be clear cut and perfectly practical, we propose that it be limited to the simplest possible listing of introducer's information; in particular we wish to avoid data referring to critical estimation of new varieties, which is a matter for botanic gardens and other noncommercial institutions. By the latter rule we intend to relieve the A. A. N. from any responsibility whatever concerning the worth of new varieties. The burden of evaluation would rest entirely with the introducer; the registration by the A. A. N. would in no way constitute an endorsement.

This record would differ from plant patent information in that the name would be included, the data would be greatly condensed, and the claims of the originator for improvement would be reduced to factual statements sufficient to indicate the points of difference from older varieties. The record would, of course, include patented and unpatented varieties, but would identify patented plants as such.

A proposed registration form is attached to this report.* The procedure to be followed would consist of three parts. The first would be the receiving of the filled-in card or the necessary data from a nurseryman, institution, government agency or individual which expects to make or has made the introduction. The office would check the name for prac-

*The form for the registration of a new plant provides for the following information: Genus, species and variety or subspecies; English or common name; from what plant the new variety is a seedling, sport and hybrid; where and when it was originated, name and address of the originator; name and address of the introducer; date the plant patent was applied for and its number when issued; method of propagation; year to be introduced to the public. Space is provided for a description of the characteristic features of the plant which will distinguish it from other varieties and which mark it as a new and distinct variety. Final information to be given is that regarding its zone, or limit, of hardiness and its adaptation to soils or location. This form must be signed by the introducer or originator.

tical conformity with "Standardized Plant Names" principles and for possible duplication and, if no difficulty arises, would proceed to the second part, that of copying and filing the official card. The card would be filed alphabetically under its genus name and, secondarily, under the species name. In the case of a hybrid or a plant of uncertain species, the introducer would be asked to name the species most resembled, and the plant would be so registered. The third part would consist of publishing in appropriate manner annually the registrations received during the year. Horticultural editors, amateur organizations, institutions and others could subscribe to the bulletin and would be kept up-to-date on new plants and their introducers, from whom they could obtain further information.

In the event that the office has difficulty in checking the name as conforming, the introducer would be advised. If the introducer should then desire assistance, the office would refer the matter to this committee or to an authority designated by the committee, which would assist the introducer in the interest of clarity in plant names. The final decision would rest irrevocably with the introducer; we have no intention of making the A. A. N. a judge and jury in such matters. However, it is one of the objectives of the committee to make a review of the first two or three years' operation, which should reveal ways in which plant introduction may be made more profitable to the industry and the public.

If the office discovers that a proposed name has previously been used, it would be forced to protect the prior right and insist upon a change by the introducer. Where the identity of a plant depends upon a varietal factor rather than species factors, and latinized names are no longer commonly applied, it becomes important that the English name be sufficiently distinct to maintain the identity of the variety. Therefore, excessive similarity must be avoided.

The A. A. N. would take no responsibility for the accuracy of descriptions or for the actual novelty of plants registered. It would reserve the right to refuse or to cancel any registration, upon evidence of misinformation reasonably authenticated by impartial scientific sources. It would reserve the right to abbreviate the descriptions submitted for the sake of uniformity. All registrations would receive equal public circulation.

This program is expected to bene-

[Concluded on page 49.]

A. A. N. Committee Reports

Most of the standing committee reports were presented in mimeographed form to the board of governors of the American Association of Nurserymen at its meeting on the evening of July 21.

The report of the market development and publicity committee, was of such importance as to be presented in person by Charles S. Burr, chairman, as is reported elsewhere in this issue.

Published in full on another page is the report of the committee on united horticulture and plant nomenclature, J. Frank Styer, chairman.

No reports were made this year by the committees on horticultural standards, trade practices and ethics, and trade relations.

Reporting for the committee on arbitration, Richard P. White, chairman, stated that for the seventh consecutive year no cases had to be submitted for adjudication to this committee, and the few minor complaints which had been received had been adjusted by the office of the executive secretary.

Botanical Gardens and Arboretums.

Having explored the 400-acre national arboretum, Robert Pyle, chairman, reported on the status of the arboretum and stated that after a 2-day session of the 15-man national arboretum advisory council, recommendations had been submitted to the Secretary of Agriculture as to policy procedure and budget. For the fiscal year of 1948 the budget bureau recommended to Congress a budget of $761,000, composed of $350,000 for land acquisition, $150,000 for preparation of plans, $117,000 for road construction, $57,100 for utilities construction and $86,900 for personnel and operating expenses. Congress allowed only $436,900, for land purchase and operating expenses, omitting the other three items.

Legislation.

In the report of the committee on legislation, Ken Law, chairman, reviewed legislation during the fiscal year, such as the portal-to-portal bill, farm labor bill, bill to increase postal rates and new quarantine measures.

For a number of years nurserymen have been hard put for labor. During the war years a small supply of labor from near-by foreign countries and prisoners of war were all that kept many firms going. Congress passed an extension of the farm labor law, so that imported farm labor may be retained in the United States until December 31, 1947, but it also specified that the imported farm labor program must be liquidated thirty days thereafter.

For the enforcement of foreign plant quarantines, Congress allowed an increase of $258,000 which will be used primarily for strengthening of personnel at ports of entry, particularly at inland ports where international air transport poses an increasing problem.

Farm forestry appropriations remain the same as in previous years, and none of the money appropriated can be used for the establishment of new nurseries or for acquiring land for new nurseries.

Membership.

A prospect list of 1,500 nursery firms, all eligible for membership in the A. A. N., will be sent a mailing piece concerning membership in the association, according to Richard H. Jones, chairman. Mr. Jones suggested that the goal for the year be twenty-five per cent of this prospect list.

A net increase of forty was made in membership during the past year, and there is now a total membership in the A. A. N. of 1,068. Ninety-five new members were approved and one was reinstated. Fifty-four members were lost during the year; of this number twenty-four resigned, twenty-four were dropped for nonpayment of dues, two were dropped as being bulb growers, three were dropped for nonmembership in state associations and one was dropped upon becoming inactive.

Transportation.

During the past fiscal year no further express or postal embargoes have been specifically directed against the shipments of nursery stock, according to Henry Homer Chase, chairman, in spite of the fact that between January 1 and June 15 a total of 626 embargoes were issued restricting the free movement of many commodities.

In the distribution field the greatest difficulty was that of securing expeditious handling of cars and LCL freight and express shipments. The Washington office received reports of delays and poor handling worse than during the war. In response to complaints the Railway Express Agency indicated that it will endeavor to ac-

[Concluded on page 51.]

Washington Conference at Seattle

By Carol Wieting

A report of the 2-day conference sponsored by the Washington State Nurserymen's Association, the Washington chapter of the American Association of Nurserymen, Washington State College, at Pullman, and the University of Washington, at Seattle, held June 27 and 28 at Seattle, appeared in the preceding issue. Summaries of several additional talks given at the conference follow:

"What the Homeowner Desires in Landscape Materials" was the subject of a talk at the opening session by Prof. O. B. Howell, extension worker in landscape gardening problems at Pullman.

According to Professor Howell, homeowners want and choose plants for three reasons. First, the public becomes interested in a plant because it is pictured in a catalog. In addition, catalogs have good verbal descriptions which further entice the customer. These plants are frequently unfamiliar to the customer, who is always on the search for newer and better items. The second impetus to purchase a plant comes to a homeowner through visits to parks and private gardens. Some specimen plants may be seen which have received extra-good care, thus creating a desirable impression for the homeowner. This second item may cause some misleading thoughts in the viewer's mind, because he seldom notices the environmental conditions under which the plant is grown, such as soil, moisture and exposure. Unless the homeowner notices these things, he may not place the plant properly in his own garden and blame the nurseryman from whom the plant was purchased. In the third place, homeowners build up an urge to add new plants to their gardens through participation in a garden club or specialized plant organization. Through these activities the homeowner frequently develops a source of knowledge through which he may select the best plants to purchase. This poses a problem to the nurseryman, because as a customer, the homeowner frequently knows more about some groups of plants than the nurseryman does.

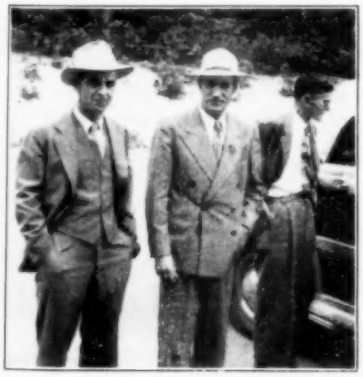
After outlining these three sources of the desire to obtain plants, Professor Howell described ways in which the nurseryman could turn this desire into a stable, dependable and valuable purchasing power for his products.

In the first place, nurserymen should endeavor to produce clear, accurate pictures for their catalogs, showing not only the flower but the growth habits of the plant as well. This picture should be accompanied by a true written description with no overdrawn phrases which might create an erroneous mental picture in the customer's mind and make him dissatisfied when he sees the plant growing in his garden. Second, in providing plants to a customer who is trying to duplicate something he saw in another garden, the nurseryman should be sure the customer is receiving the plant he has in mind. Also, the salesman should caution the purchaser to plant his acquisition in a position with favorable soil and exposure. This again is important to prevent dissatisfaction as the plant develops in the homeowner's garden. The nurseryman should be constantly studying trends in new plants and making sure that his employees keep abreast of developments so that they can hold the confidence of their customers. The interest created in the purchase of new plants by garden clubs should be nourished by the nurseryman so that the enthusiast will keep buying. The nurseryman should know more than the customer so that his establishment will be fixed in the mind of the public as a headquarters for horticultural knowledge.

The specific desires of the fruit-growing customer and some ways in which the nurseryman can fill his needs were outlined by Dr. John Snyder, extension horticulturist with Washington State College, in a talk entitled "What the Fruit Grower Wants."

The first requirement which Dr. Snyder listed for the fruit grower is a tree that will grow. This could be the first source of dissatisfaction to the customer; so the nurseryman should endeavor to produce a tree that has been propagated correctly with the best understock, and in sound condition throughout. In the second place, the nurseryman should know and produce varieties that are suitable for the areas in which the trees are to be planted. Third, he should provide correct storage conditions for the stock he is going to sell. Some trees are lost by the customer each year because trees in the nurseryman's storage sheds have been allowed to dry out or to heat.

The fourth requirement of the fruit-growing customer, according to Dr. Snyder, was that the plants purchased should be free from disease and insect injury. This also would include freedom from any of the virus diseases. The nurseryman should maintain a constant vigilance through inspection of his plants during the growing season to be sure they are clean. Fifth, the customer wants plants that are true to variety and correctly named. In this regard, the nurseryman should thoroughly train his employees in careful propagating and handling to prevent any mixtures. In the sixth place, the nurseryman should not push new varieties of fruits until they have been tested thoroughly in all ways in the area in which they are to be grown. It takes many years to complete tests on a new kind of fruit; in the case of



Left to right: Harold Wells, retiring president of Washington State Nurserymen's Association; Ray Beam, newly elected president, and Howard Andrews.

Officers of the Washington chapter of the American Association of Nurserymen. Left to right: Robert E. Tindall, secretary, Bothell; O. R. Adams, president, Richmond Beach; L. N. Roberson, vice-president, Seattle.

apples, it may take twenty-five years. The customer is more satisfied in the long run if he has been sold a variety which will give him a reliable crop.

Last, the customer wants good-size plants. This does not necessarily mean the largest plant. It is possible to produce an extremely large plant, by heavy watering and fertilizing, which may not react favorably when planted out under orchard conditions. A one-year-old tree has been found to be the best size to plant. This is lower in cost, costs less to plant, recovers quicker after planting and comes into bearing just as soon as an older transplanted tree.

In addition to the above suggestions, Dr. Snyder mentioned some specific fruit varieties most wanted by growers. While he pointed out that growing conditions vary considerably throughout the state and that areas west of the Cascade mountains need varieties other than those called for east of the mountains, the varieties listed were those in most general use. In apples, the Red Delicious varieties are most popular, with Winesap next and Golden Delicious third. Peach varieties are led by the Elberta type and forms that tend to be earlier. It was pointed out that Hale was unfruitful if self-fertilized.

Montmorency cherry was the most popular sour variety with Royal Ann, Bing and Lambert the most widely called-for sweet kinds. It was mentioned that there is a need for a crack resistant strain for use in those parts of the state where summer rains might spoil the fruit. The Marshall is still the best strawberry for general use, but subject to yellows in some areas. Varieties are being bred now that may prove superior. Brightmore is another good variety, resistant to yellows but a bit lighter in color than Marshall. As to raspberries, the Washington variety is still favored.

The high cost of labor during the war caused many nursery businesses to look about for machines that might reduce the necessary labor supply and thereby increase profits. The West Coast Lumbermen's Association was confronted with this problem on its forest tree nursery at Nisqually. This organization produces trees for sale to concerns that are reforesting timberlands of the state. W. D. Hagenstein, forester for the lumbermen's organization, described the process through which the association's nursery went in its transition from hand labor to machines. Machines are used for planting, weeding, digging and packing. Some 8,000,000 trees are produced annually at the nursery. These are largely Douglas firs and a few Port Orford cedars and spruces.

Henry Williamson, recently appointed chief nursery inspector for the state, followed with a talk describing some of the activities of the Washington state department of agriculture. Mr. Williamson stressed the importance of cooperation of various nurseries and horticultural industries within the state in order to stabilize production and income.

Again because of shortage of labor, agricultural industries have been on the lookout for material that would reduce the problem of weeds. E. J. Kreizinger, extension agronomist, listed several chemical materials that have given good results in weed control. Where danger to surrounding plants was possible mechanical weed eradication would be necessary. This

Dr. T. A. Merrill, head of the department of horticulture, Washington State College, Pullman, chairman for the second day of the conference, and his wife, Mrs. Alice Sessions Merrill, who spoke at the banquet.

should be thorough; in the case of Canadian thistle cutting off the tops every twenty-one days would be necessary to eradicate, with thirty to thirty-eight cultivations. To reduce the seed source mowing is advantageous but not so good as chemical control. Electricity has been used to some extent with an apparatus that actually electrocutes the weed by passing a high voltage current through it. Sinox, various forms of 2,4-D and types of chlorophanes have been used with good results. Carbon bisulphide can be used through injections in the soil. Sodium chlorates are highly inflammable. If they are used in areas beyond fire control, they should be applied just before the rainy season so they will be washed to the roots and provide killing action there. Boron will sterilize the soil for four or five years if used in high concentrations, such as twenty-five pounds per square rod. Mr. Kreizinger pointed out that 2,4-D should be used with caution where tomatoes or related plants are grown, as the residual effect of this chemical in the soil is injurious to such plants.

CLEVELAND BANK TAKES OVER STORRS & HARRISON.

Operation of Storrs & Harrison Nurseries, Inc., Painesville, O., has been taken over by the Bank of Ohio Co., of Cleveland.

The bank made a substantial loan to the nursery company in March, 1946, and because of delinquency on the account, the loan was called on March 21, 1947. The bank did not take over operation of the company, but acted more or less in a supervisory capacity. When a number of creditors started pressing and no payments were made on the loan, the bank instituted foreclosure proceedings June 13 and took possession of the property.

In a petition filed in court by the bank and the Reconstruction Finance Corporation, the amount claimed was $203,643.31, alleged due on a note together with interest from January 1, 1947.

COVER ILLUSTRATION.

Rosemarinus Officinalis.

Rosemarinus officinalis, rosemary, is an evergreen subshrub which has long been in cultivation. Used to some extent as a medicinal herb, it is a native of southern Europe and Asia Minor.

Upright and spreading in its habit of growth, it will vary from two to occasionally six feet in height, with pubescent branchlets bearing opposite, small, sessile, evergreen aromatic leaves. The leaves are about an inch in length, entire, dark glossy green above, white woolly hairy beneath and with somewhat revolute margins. The flowers, which are small and violet-blue in color, appear in April.

Rosemary should be planted in rich, well drained soil, preferably in sunny exposures. It is doubtfully top hardy north of southern Ohio. In the more northern regions, the tops may need cutting to within six inches of the ground each spring. Propagation may be by seeds or cuttings.

Rosemary, besides its uses as medicinal herbs and for planting in the old-fashioned garden, will find limited use as a small shrub for low borders, rock gardens and planting near pools. It combines well with broad-leaved evergreens. L. C. C.

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Michigan Conference at East Lansing

By F. L. O'Rourke

The conference for nurserymen, landscape gardeners and arborists which was held July 7 and 8 at Michigan State College, East Lansing, was the development of a request made by the M. S. C. Nursery Club, a student organization composed of members of the training course in nursery and landscape management, for a summer meeting during their 6-month placement training period.

Word of this proposed meeting was circulated by the students. Many requests to attend were received from nurserymen and their employees; so it was decided to open the conference to all recognized nurserymen, landscape gardeners and arborists in the state. Only a short period remained for notification, yet July 7 134 persons registered. Twenty-six were nurserymen engaged in the production of nursery stock, forty were from retail landscape nurseries, and thirty-three were engaged in landscape gardening and arboriculture. Thirty-five were students in the nursery training course.

Registration was at Snyder hall, the most recently completed dormitory on the campus, where rooms and meals were provided for the visiting nurserymen and their wives. The program was mainly of the demonstrational type, and nearly all of the daytime features were held outdoors. Immediately after registration the first demonstration was held at the nursery of the forestry department, where Prof. P. W. Robbins showed extensive beds of coniferous seedlings. Specialized machinery and laborsaving devices were shown. Much interest was aroused by Professor Robbins' use of a two per cent sulphuric acid solution to treat the soil in seed beds before planting, as a preventive for damping-off fungi.

In the afternoon several groups were formed, each under the leadership of a college staff member, to tour the orchards and the ornamental plantings on the campus. Those interested in fruit tree production were shown the budding blocks of stone fruits, where Prof. Donald Cation, plant pathologist, pointed out the symptoms of ring spot and cherry yellows and told how these diseases could be detected in individual trees by indexing on peach seedlings. The character of the foliage of the peach seedling the spring after budding to cherry will show the nurseryman which of his cherry trees may be used as a source of clean budwood.

The next stop was the horticulture farm nursery, where Dr. H. B. Tukey and Prof. F. L. O'Rourke explained the procedure of propagating the East Malling apple understock clones both by mound layering and by bench grafting with a short nurse root and a long scion.

Next on the program was the dwarf apple orchard that Dr. Tukey had planted for observation of the behavior of several standard apple varieties on a number of different East Malling understocks.

While the above group toured the orchards, two other groups examined the ornamental plantings on the campus under the direction of Mr. Morris and Marcus Maxon, while a fourth group drove to the Cottage Gardens at Lansing, where Harold Hicks and N. I. W. Kriek conducted a tour through their nursery.

At 3 p. m. all the groups returned to the campus and gathered in the auditorium of the horticulture building to hear an illustrated lecture by Carl Fenner, Lansing city forester, on the repair of certain trees whose bark had been accidentally removed, thus exposing the cambium. Mr. Fenner showed slides illustrating how large areas of tree trunk, from which the bark had been completely removed, were repaired successfully by cutting away all the loosened bark, shellacking only the edge of the wound and shading for a period of a month or more. In this procedure, a woven wire framework is placed about six inches outward from the exposed cambium and covered with canvas. No other treatment is necessary. The canvas serves to prevent the living cells of the cambium from drying out, and thus they keep on multiplying and produce new bark cells on their outer surface. This new bark gradually hardens, and within a year it is difficult to determine signs of damage.

Monday evening was given over to a round-table discussion. Twelve members of the college faculty and three guests gave short talks on some phase of their specialties and led the discussions which followed. Dr. Roy E. Marshall welcomed the conference on behalf of the department of horticulture and discussed nursery storages, particularly as regards type of structure and insulating materials.

Prof. Ray Hutson told of the proposed development of new organic materials which may be used to control both red spider and European red mite on active foliage. While these insecticides are not yet perfected, indications are that in a short time substances may be developed which will kill both spiders and eggs without injury to the foliage.

Leaf scorch of sugar maple was discussed by Dr. F. C. Strong. This

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injury, while much more prevalent in dry seasons, is starting to appear this year. A symptom is the browning of the leaf tissue between the veins because of loss of water in hot weather from the thin leaves of these hard maples. Norway and the soft maples are not susceptible to this injury because of their thicker leaf tissue.

Discussing the function of transpiration in plants, Prof. H. C. Beeskow showed how the temperature of the leaves is controlled by transpiring water and how transpiration aids in the interchange of air and gasses. Waxes and other aids to slow down transpiration should allow free passage of oxygen and carbon dioxide.

Arthur Bryant, Jr., of the John Bean Mfg. Co., Lansing, discussed spray equipment, stating that no one type would do all the necessary spraying jobs in the nursery. He spoke of research now being done in developing concentrate sprayers, but warned that these are still in the experimental stage. A new type of nursery sprayer, also useful in spraying standing corn, is being tested.

C. A. Boyer, director of the Michigan bureau of plant industry, discussed the campaign against the Japanese beetle in Michigan. Traps are used to determine the presence of beetles, after which the soil is treated within a radius of 300 feet of the trap with 500 pounds of arsenate of lead per acre. As a result of this treatment, the number of beetles found has decreased substantially.

E. C. Sackrider, head of the state soil conservation service, discussed the use of windbreaks and snow fences in preventing soil loss by wind drift. He stated that nurserymen have a specific problem in maintaining soil fertility, for large quantities of soil are removed annually with plants, and this soil loss is a problem to which the nurseryman must give close attention. Addition of organic matter to nursery soils will aid in overcoming loss of soil.

Speaking on the use of mulches in retaining soil moisture, Dr. L. M. Turk said that in a series of experiments with various types of mulches, practically all mulching materials were equally effective in cutting down water loss as compared with unmulched soils. Some substances, such as peat and sawdust, are not effective as water-retaining agencies, because they absorb rainfall, instead of allowing it to percolate through to the ground. Peat is more effective when incorporated with the soil itself than when used as a soil cover.

Dr. R. L. Carolus explained that

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Freeport Road, Butler, Pa.

PRIVET and BERBERIS
Splendid Stock
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EVERGREEN GRAFTS

SPRING 1948 DELIVERY

WHY OUR GRAFTS ARE THE BEST THAT CAN BE GROWN

They are made by expert labor only.

Made on strong thrifty understock with proper root growth established in 2½-inch pots.

Made with long young scions.

Proper heat and ventilation to insure proper callusing.

These are only a few of the reasons why Chandler's Grafts make such rapid growth when lined out in the field.

VARIETIES

JUNIPERUS SCOPULORUM—Silver or Green, including **Alba, Blue Bush, Blue Queen, Chandler's Silver, Colorado Green, Linwood, Madora, Marshall, Pathfinder, Salina, Silver Glow, Staver, Sutherland** and **Parki**, and other varieties.

JUNIPERUS VIRGINIANA—**Blue, Burki, Canaerti, De Forest Green, Glauca, Globosa, Keteleeri, Manhattan Blue, Pyramidalis, Hill's Dundee** and other varieties.

55c each in quantities over 1000; under 300, **60c** each.

CHANDLER LANDSCAPE & FLORAL CO.

101 WEST 47TH STREET KANSAS CITY 2, MO.

mineral elements should be used to balance each other, in order to produce the greatest amount of plant growth. A balanced relationship only can be determined by plant response and differs with species, varieties, soil types and climates. Plants fed well balanced fertilizers have greater vigor and are more resistant to drought, insects and diseases than those which grow where one or more of the elements may be deficient.

Dr. C. L. Hamner outlined the role that growth-regulating substances play in plant growth and showed a number of instances in which these substances have been used to modify the normal growth processes in order to stimulate rooting, set fruit, prevent sprouting and prevent apples from dropping. He pointed out some of the newer uses of 2,4-D, such as controlling weed seeds in soil before planting. The carry-over effect is comparatively short—only a few weeks—and then the land may be sowed with crops which will grow without weeds.

Some of the phases of marketing which are peculiar to the nursery industry were discussed by Dr. M. E. Cravens, who stimulated audience discussion in regard to packaging nursery stock for retail sales.

Prof. Donald Cation explained the

HARDY NATIVE FERNS

	Per 10	Per 100
Christmas Fern, large	$1.25	$6.00
Cinnamon Fern, large	1.25	6.00
Crested Fern, large	1.00	5.00
Lady Fern, large	1.00	5.00
Leatherwood Fern, large	1.00	5.00
Maidenhair Fern, large clumps	1.25	6.00
New York Fern, large clumps	1.00	5.00
Oak Fern, large clumps	1.25	6.00
Ostrich Fern, large	1.25	6.00
Royal Fern, large	1.25	6.00

Price list of **Native Bulbs, Ferns, Wild Flowers** and **Lining-Out Stock** mailed on request.

CHAS. H. WILLIAMS NURSERIES

Box 223 **Exeter, N. H.**

Evergreens
Barberry
Privet

Write for wholesale price list.

GARDNER'S NURSERIES

Rocky Hill, Conn.

FOR EARLY FALL 1947

1000 **Taxus Cusp. Capitata,** in sizes from 18 to 24 ins. to 3 to 3½ ft. (Broad chunky specimens.)

3000 **Thuja Occid. Pyramidalis,** in sizes from 2½ to 3 ft to 3½ to 4 ft.

Many other varieties of evergreens in salesyard sizes.

Superior balling.

Digging starts August 18.

No boxing.

By truck only.

SHEPARD NURSERIES

Skaneateles, N. Y.

system of determining virus-free cherry budwood for the benefit of those who were not on the orchard tour in the afternoon.

Dr. H. B. Tukey explained how the dwarf East Malling apple understock is propagated by vegetative means and some of the possibilities in growing dwarf apples both as a novelty for home gardens and for commercial use.

The group was greeted by Arthur S. Watson on behalf of the Michigan Association of Nurserymen, and he pointed out the progress that had been made in standards and ethics in the nursery industry during the past generation. Bernard Ward, secretary of the association, also welcomed the group.

Thursday morning groups were formed again to tour the campus, the fruit tree plantings and the Cottage Gardens until 11 a. m., when everyone met at the horticulture gardens. Prof. C. E. Wildon outlined the value of trial gardens for producers or hybridizers of new seedlings of dahlias, gladioli and roses.

During the course of the conference, a few persons at a time were taken through the experimental propagation greenhouse. Marcus Maxon explained the system of humidification in which compressed air siphoning water through specially constructed nozzles filled the greenhouse with a dense fog at all times. An experiment in this greenhouse was in progress between five different-sized grades of vermiculite and ordinary propagating sand. Softwood cuttings of various ornamental shrubs and plants are being used in these rooting experiments.

Prof. James Moore demonstrated the frost machine recently developed by the agriculture engineering department of the college. He showed how this device, using common fuel oil, would prove useful to nurserymen and others in raising temperatures a few degrees on critical nights in spring and fall.

Prof. F. W. Peikert then gave an illustrated lecture on the use of portable irrigation systems and brought out some of the principles which govern the successful use.

The last item on the program was a tour of the Beal Botanical Gardens, in which rare ornamental plant material was evaluated by H. L. Chapman, superintendent.

A meeting of the student nursery club closed the program. Many of those in attendance requested that the group hold another such conference next summer, with the view of making it an annual event.

LINING-OUT STOCK

20,000 quality Evergreens including 5,000 **Upright Yew** from prewar Japanese seeds, all from field beds.

	Per 100
Picea Pungens (Colorado Spruce)	
6-year, XX, 6 to 8 ins.	$25.00
6-year, XX, 8 to 10 ins.	33.00
Taxus Cuspidata Capitata (Upright Yew)	
6-year, XX, 8 to 10 ins., sheared	50.00
6-year, XX, 10 to 12 ins., sheared	65.00
6-year, XX, 12 to 15 ins., sheared	85.00
Tsuga Canadensis (Canada Hemlock)	
6-year, XX, 9 to 12 ins., sheared	40.00
6-year, XX, 12 to 15 ins., sheared	50.00
5-year, X, 6 to 9 ins.	22.00
Picea Excelsa (Norway Spruce)	Per 1000
3-year, X, 3 to 6 ins.	$50.00

2 CHOICE PERENNIALS

20,000 plants reduced for Fall clearance.

	Per 100	Per 1000
Hemerocallis Kwanso Floreplena		
1-year, field plants	$ 8.00	$ 60.00
2 and 3-year, heavy clumps	12.00	100.00
Iris Kaempferi		
Field plants of choice varieties, mixed colors	15.00	140.00

Beetle certificate furnished. Free packing.
Cash with order, please.

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ARE HEADQUARTERS FOR HIGH-QUALITY STRAWBERRY PLANTS AT REASONABLE PRICES.

Strawberry plants are a specialty with us. We have a separate organization, storage and packing department set up exclusively to handle Strawberry orders. Our modern cold-storage plant assures good dormant plants for late orders. Ask for our pack-out proposition if interested in having plants shipped direct to your customers.

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Trees & Shrubs

BAGATELLE NURSERY
P. O. Huntington Station, N. Y.

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OUR SPECIALTY....

Shade Tree Whips . . . a timely finished product saving 2 to 4 yrs.' growing effort . . . excellent variety.

A very complete line of **ORNAMENTAL TREES, SHRUBS and EVERGREEN SHRUBS,** including many scarce items.

THOMAS B. MEEHAN CO.
DRESHER, PA.

NEW PLANT PATENTS.

The following plant patents were issued recently, according to Rummler, Rummler & Snow, Chicago patent lawyers:

No. 737. Rose plant. Robert G. Jelly, Richmond, Ind., assignor to the E. G. Hill Co., Richmond, Ind. A new and distinctive variety of rose plant, characterized as to novelty by its extremely long, gracefully pointed buds of delicate pink color with brilliant yellow base; the deeper pink coloring of the full-blown flower, and its large size; the upright growth of the plant; its dark green foliage, and its habit of producing such flowers singly on a long, stiff stem.

No. 738. Rose plant. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark, N. Y. A new and distinct variety of rose plant of the hybrid tea class, characterized as to novelty dominantly by the color combination of its flowers and the greater number of petals per bloom as compared with its parent variety.

No. 739. Rose plant. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark. A new and distinct variety of rose plant of the floribunda class, characterized as to novelty by its habit of prolific flowering on a low, upright, compact growth; by the coloring of its flowers both at opening and finish stages of development together with the white color of the base of the inside petals, giving the effect of an eye; by its habit of continuously blooming throughout the summer season without show of burning effect of the sun, and by the brown coloring of young foliage as constant contrasting background for the deep color of blooms during the flowering season.

No. 740. Rose plant. Joseph E. Wiltgen, Park Ridge, Ill., assignor to the Premier Rose Gardens, Consolidated, Des Plaines, Ill. A new and distinct variety of rose plant, characterized particularly by its vigorous growth; its continuous and exceptionally free blooming habits; sturdy stems, and the soft pink color of its blooms, with the inner surface of its petals a pale pink and the outer surface a deeper shade of pink.

No. 741. Pear tree. Arthur Moritz, Zillah, Wash., assignor to Arthur D. MacKelvie, Zillah, Wash. A new and distinct variety of pear tree, characterized as to novelty dominantly by the all-over mahogany-red coloring of the fruit; its improved keeping quality, and a noticeably finer grain and higher sugar content, as compared with its parent variety, while retaining the latter's habits of growth and maturity season.

FIRE AT TOWNSEND'S.

Fire at the Townsend Nurseries, Salisbury, Md., July 4, destroyed buildings and equipment valued at $60,000. Firemen and volunteer firefighters, handicapped by the rapid spread of the fire and by the lack of near-by water, were able to save the home of L. Sherman Townsend, owner of the nursery, and that of his mother, Mrs. E. W. Townsend, Sr. However, the flames swept through the chain of concrete packing houses, where waxing equipment, washers and conveyors were kept, and the firm's office, though saved, was badly damaged.

Mr. Townsend acquired the property and equipment when he and his brother dissolved their partnership in 1944. The brother, Ernest W. Townsend, Jr., operates a nursery on the opposite side of town.

FOR the past twenty-two years associated with the Texarkana National bank, Texarkana, Tex., Lucien B. King recently resigned from the banking business to become a partner in the Twitty Nursery Co., Texarkana, Tex.

Fit for a Queen!

Early season Texas beauties in Arp field are admired by Texas beauties, Jackie Martin, Patsy Brewer and Joan Knox (Miss Tyler, 1947).

ARP NURSERY COMPANY

Wholesale Growers

Tyler, Texas

Roses for Nurserymen.

Arp-grown with life insurance. **Tailor-made for distinguished trade.**

Member, Texas Rose Research Foundation, Inc.

PICEA HOOPSI

The bluest of the blue. Finest of all the **Colorado Blue Spruces.** I have ten trees at Westchester, Pa., that are 10 to 12 and 12 to 14 feet high, heavy specimens, excellent for propagating. I would like an offer on these.

I will have a list later of stock to offer for fall.

ARTHUR DUMMETT, Bernardsville, N. J.

Representing in New York and vicinity, **Buntings' Nurseries, Selbyville, Del.,** and **U. S. Espalier Nursery Co., Portland, Ore.** Also jobbing and brokerage agreements with several other growers.

Plant Notes Here and There

By C. W. Wood

A visit to a private garden last spring brought out a use of Chaenorrhinum origanifolium that I had either never known or had forgotten. Spring bulbs are a feature of this garden, and their use has created a long search for good ground covers for the beds. As a consequence, many plants are used, including the ones commonly so employed, but the one that made the most favorable impression on me was my old friend, the much-named Chaenorrhinum origanifolium.

Soil for Alpines.

A reader of this column wrote recently that he had been having trouble with alpines since he had moved to his present location—on heavy clay with a hardpan about fifteen inches under the surface. Subsequent correspondence revealed that he had been using a layer about a foot deep of a lighter mixture on top of his natural soil. An experience here this spring, when an old part of the rock garden was torn out for replanting, may show the cause of his trouble and the often utter failure resulting from use of a soil of the type mentioned.

For instance, a plant of Silene acaulis, not over two inches tall, was found to have roots extending in our light sand to a depth of four feet, and some saxifrages probably did equally well, although we stopped following at a depth of two feet. This deep rooting is a general habit of alpines, so it is easy to understand how they would suffer if compelled to grow in a medium only a foot deep. To succeed permanently with most alpines, it is my opinion that one should begin with a deep foundation of a light friable soil. (Plenty of sand and gravel, with humus for food and moisture retention is my ideal.)

Chaenorrhinum.

When I first grew Chaenorrhinum origanifolium years ago, it was known as Linaria origanifolia. Later it appeared in catalogs as Anarrhinum crassifolium (which it patently was not). I have seen it listed as an antirrhinum and as C. glareosum, the latter being a synonym of its accepted name at present. These names are mentioned because the plant may be found under any of them when one begins to look for it.

The important thing, however, is to find a little plant with small, hairy, oblong leaves, which commences to produce its 2-lipped flowers, lavender to almost white with a yellowish-white lip, while the plant is only two or three inches tall in spring and continues until it eventually reaches a height of eight or ten inches. That process usually takes most of the summer, and, if the plant is then sheared over, it will commence the lovely performance all over again.

In addition to its more or less everblooming nature, C. origanifolium has an easygoing temperament which allows it to thrive on little care. When it was under trial here in northern Michigan years ago, it did well in any sunny spot in our well drained soil, selfsowing in a gratifying way. It is true, of course, as it is with many long-time bloomers, that the plant's prodigious efforts tend to make it short-lived, but it will usually perpetuate itself if given the chance. It should prove to be a good seller in the neighborhood nursery, especially if one has small pot plants in bloom when the bulb-flowering season is on. And that would be an easy task, for C. origanifolium comes into flower early (within two months, as I remember).

Potentilla Multifida.

I have noticed in at least three gardens this year the presence of the little European cinquefoil, Potentilla multifida, so I suspect that it is getting around again. Ten or fifteen years ago, it was not hard to find in nurseries, but it seems to have fallen on evil days since then, presumably with the decline in rock garden interest. It does not, however, need a rock garden for its comfort or for its display, for it makes a nice edging plant for a sunny border. It has nice foliage, pinnately divided with leaflets deeply cut into linear segments. If the leaves are examined, or even observed in passing, on a windy day, they will be found to be white-hairy beneath. The plant's prostrate stems, never over three or four inches high in any plants that I have seen, bear rather small orange-yellow flowers in clusters of two or three, each petal's beauty being enhanced by a crimson spot at the base.

Physaria.

Although crucifers are usually thought of as a dull, uninteresting lot, physaria, at least the kinds that I have grown, is a living refutation of that idea. This is especially true of two kinds, P. didymocarpa and P. geyeri. As the latter is rarely offered in the trade, the following remarks will be about P. didymocarpa, with the added caution to keep an eye open for any other physarias which may come to light.

It is true that P. didymocarpa lacks some of the brilliance which gardeners often look for in their plants, but

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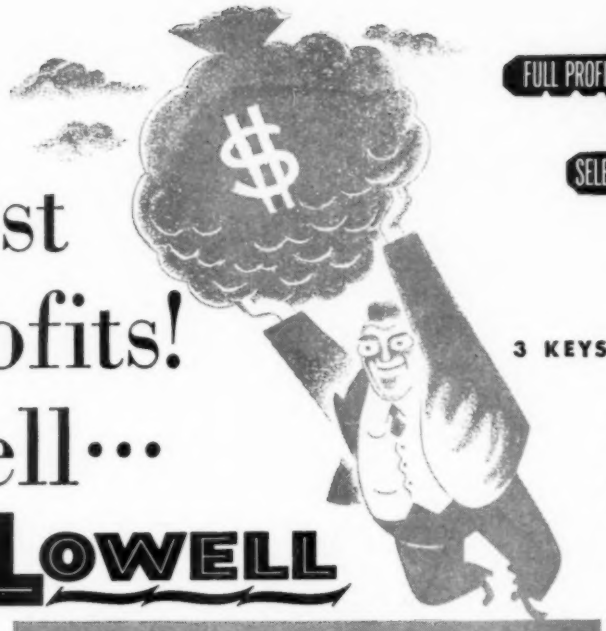
SELBYVILLE, DELAWARE

Shade and Ornamental Trees
Flowering Shrubs
Evergreens
Hedge Plants
Roses
Cannas
Strawberries and other small fruits
Peach, Apple and other fruit trees
Asparagus and Rhubarb Roots
Horse-radish

Over 1,400 acres under cultivation. A complete line of general nursery stock. Visit us sometime this summer, or write for information.



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1. FULL PROFITS—When you sell the Lowell line you make a substantial profit on each sprayer and duster you sell. There are no loss leaders or "cheap sprayers." You get full profit on each one.

2. SELECTIVE DISTRIBUTION—Your market is large and only highly ethical distributors are selected to sell the Lowell line.

3. COMPLETE QUALITY LINE — The Lowell line is complete and compact with a sprayer and duster for every use. This gives you fast turnover on small inventory. Fast turnover boosts profits quickly.

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DEPT. 55, 589 EAST ILLINOIS STREET
CHICAGO 11, ILLINOIS

WORLD'S LARGEST MANUFACTURER OF SPRAYERS AND DUSTERS EXCLUSIVELY

its close rosette of canescent leaves, both in form of rosette and in color of leaf, is not only unique but is highly ornamental as well. To say that the rosette resembles a loose sempervivum is not exactly correct, for it offers little similarity; yet, that is as apt a comparison as comes in mind, and will convey what I am trying to say. From this rosette, which is about three or four inches across and approximately half that in height, spring numerous spreading branches, growing to a height of four inches or more, carrying an abundance of pale yellow crossflowers in May. These are followed by large inflated pods which are almost as ornamental as the flowers. P. didymocarpa stands drought well, as one would expect, since its natural home is in near-desert country in the west. The plant needs little more than a sunny spot and good drainage. I should expect little difficulty in its culture anywhere if damp is kept away from its crown, and the reward is a remarkably pretty plant.

Three Variegated Grasses.

As interest in grasses as garden ornaments increases (this entirely aside from the grasses used in lawns), and plants with variegated foliage are again coming into their own, it might be profitable to spend a few moments

BERRYHILL'S
LINING-OUT STOCK

Fall Delivery

Taxus Cuspidata, Capitata, Columnaris, 2-yr. pots.
Taxus Hatfieldi, Hicksi, Upright English, 2-yr. pots.
Taxus Intermedia, hedge-type, 2-yr. pots.
Pyramid Arborvitae, 2-yr. pots.
Euonymus Alatus Compactus, 2-yr. pots.
Euonymus Vegetus, 2-yr. pots.
Euonymus Patens, beds, 6 to 9 and 9 to 15 ins.
Regel Privet, seedlings, beds, 6 to 9 and 9 to 15 ins.
Please write for prices.

We will welcome the opportunity to show visitors these liners, as well as our large inventory of finished Evergreens, Trees and Shrubs.

BERRYHILL NURSERY CO.
4 mi. N. E. on State Route 4
P. O. Box 696 **Springfield, Ohio**

J & P **EVERGREENS** **SHADE TREES** **SHRUBS, VINES** **HEDGE PLANTS, etc.**

In good assortment.

Jackson & Perkins Co.
NEWARK, NEW YORK STATE

with three kinds of more than passing value.

The first of these grasses, gardener's garters (Phalaris arundinacea picta of botanists) is too well known to need extended comment. It is mentioned, however, as a matter of record and to call attention to an attractive plant often neglected because it is so common. If one only knows the type, a frequenter of moist places in the eastern United States, where it may attain a height of four or five feet, one is apt to think that any form would be too weedy for garden use. But a trial of the variegated form, especially when grown in ordinary border soil, will prove otherwise. Although often seen in gardens, it finds ready sale in some neighborhood nurseries that I know.

The variegated oat grass (Arrhenatherum elatius bulbosum, according to the authorities on grasses, and A. bulbosum of gardens), on the other hand, is seen less often in gardens and therefore, especially in view of its beauty, is better material for local sales. It is a splendid little grass, seldom growing over eight inches tall in light soil, and is a splendid companion in many combinations in sunny or partly shaded situations. It is easily propagated by division, each culm bearing at its base a short string of bulbs, or corms.

Molinia caerulea in the type has little to recommend itself to the gardener, if we except its purplish spikelets, and they are not exciting. But its variety variegata has much to recommend it. I have not seen the variegated form for several years and wonder if it has disappeared from the trade. If still available, it would no doubt pay the neighborhood grower to work up a little stock of it, for it is one of the most attractive of variegated grasses, being the whitest in the stripe of its leaves and therefore the most effective for contrast. As I remember the plant, it is a little less vigorous than the type, which may grow three feet tall in rich soil, but more often is less than half that.

Hacquetia.

Although it is little more than an aggravation for some commercial growers to have another dwell at length on the beauty and desirability of a plant which is not readily available, to others it adds zest to a job that might pall if everything wanted was ready at hand and everything planted grew with little effort on the gardener's part. When I mention Hacquetia epipactis, a curiously beautiful, umbelliferous little plant from shady places in eastern Europe, it is

SPECIMEN EVERGREENS

All orders for Spring delivery dug in rotation to booking.

Juniperus Virginiana, well sheared and root pruned.	3 to 12 ft.
Juniperus Virginiana Canaerti	3 to 5 ft.
Juniperus Chinensis, Compacta	2 to 4 ft.
Juniperus Chinensis Keteleeri	3 to 5 ft.
Juniperus Chinensis Pfitzeriana	15 to 36 ins.
Juniperus Sabina	18 to 30 ins.
Juniperus Sabina Vonehron	18 to 36 ins.
Juniperus Sabina Vonehron Globes	12 to 30 ins.
Juniperus Scopulorum	2 to 5 ft.
Juniperus Scopulorum Pathfinder	24 to 42 ins.
Biota Orientalis Bonita	12 to 30 ins.
Biota Orientalis Excelsa	18 to 48 ins.

CARLOADS OUR SPECIALTY

Chinese Elm. 4 ft. to 4-in. caliper.

General Assortment of other Evergreens, Shade Trees, Shrubs and Fruit Trees.

SNEED NURSERY COMPANY

P. O. Box 798 **Oklahoma City 1, Okla.**

BUNTINGS'

ASPARAGUS, RHUBARB, HORSE-RADISH

We are the largest growers of garden roots in America. Get our quotations whether you need a thousand or a million. Plan to visit us sometime this summer and inspect the stock.

BUNTINGS' NURSERIES, INC.

Box 3 **Selbyville, Delaware**

KOSTER NURSERY

Division of Seabrook Farms

Wholesale Nurserymen

BRIDGETON, N. J.

Write for wholesale price list of lining-out and specimen stock in better evergreens and shrubs.

We Offer—

EVERGREENS—In a large assortment of **PYRAMIDAL** and **GLOBE ARBORVITAE, PFITZER JUNIPER** and **YEWS** in grades at attractive prices. **SOME LARGE SPECIMEN EVERGREENS, SHRUBBERY and SHADE TREES.**

Mail want list for prices.

THE WESTMINSTER NURSERIES

Westminster, Md.

not meant as an aggravation, but rather as an incentive to growers to search out a source of supply for seeds (it should not be too difficult now that European dealers are getting back on their feet) and offer their rock garden customers something really out of the ordinary.

H. epipactis is a splendid little ornament for any shady corner, for it is bright over a long period in spring, with its umbels of small yellow flowers set in a pretty frill of green bracts, and later there are its tufts of deeply lobed leaves. The entire plant is seldom over four inches in height and not much more than that across, so it has to be used in masses to be really effective. As its seeds, like those of so many umbellifers, are slow to germinate, they should be planted outdoors in autumn, after which the plants need only a cool situation in a rather leafy soil to make them happy.

Aster Amellus.

The mention of Aster amellus Summertime in a recent issue brought so many inquiries that I am led to offer a few more thoughts on the subject. Type amellus is found over a wide expanse of Europe and western Asia, where it grows two to three feet tall, with pubescent, oblong-lanceolate foliage and quite large, purplish flowers on usually many-branched stems. It appears to be variable in nature, according to plants that I have grown from seeds, and has given rise to at least one well marked variety, bessarabicus, with larger flowers of deeper purple on taller plants. Summertime, as I understand it, is a named form of garden origin, representing a new strain, known as praecox. In addition to it, I find two other named varieties, Sonnenwende (pink) and Summer Greetings (lavender-blue) listed in this country at present. The praecox strain is characterized by a low growth (often about a foot) and a compact mounded growth, making it especially valuable for large-scale planting. Their habit of blooming in June and July also gives these asters special value.

Cardamine.

A reader asks for comments on cardamine, in which he has recently become interested. Cardamine, of which the cuckoo flower is perhaps the best known species, is a group of intriguing crucifers. They are not plants for general cultivation, because they are not showy in the way that many gardeners like their plants to be; rather, they are for those who

[Continued on page 48.]

LINING-OUT SHRUBS AND TREES

For Early and Late Fall Delivery Only.

S—seedlings; SF—softwood cuttings; HD—hardwood cuttings.

	Per 100	Per 1000
Aronia melanocarpa, S, 4 to 8 ins.	$ 2.00	....
Barberry thunbergi, S, 2 to 4 ins.	1.50	$ 8.00
Barberry thunbergi, S, 4 to 6 ins.	2.00	14.00
Barberry thunbergi, S, 6 to 8 ins.	....	26.00
Cornus sibirica, HD, 6 to 12 ins.	5.00	....
Cornus lutea, HD, 6 to 12 ins.	5.00	....
Cotoneaster wilsoni, S, 3 to 6 ins.	5.00	....
Deutzia crenata, HD, 6 to 12 ins. and up	4.00	....
Deutzia gracilis, SW, 4 to 8 ins.	7.00	....
Eleagnus angustifolia, S, 4 to 8 ins. and up	4.00	30.00
Forsythia spectabilis, SF, 6 to 12 ins. and up	5.00	....
Forsythia, dwarf, SF, 4 to 8 ins.	8.00	....
Hydrangea P.G., SF, 2-yr., 6 to 12 ins. and up	12.00	....
Hydrangea A.G., HW, 6 to 12 ins. and up	12.00	....
Lonicera bella albida, 6 to 12 ins.	4.00	....
Lonicera bella albida, 12 to 18 ins.	5.00	....
Lonicera bella rosea, 6 to 12 ins.	4.00	....
Lonicera bella rosea, 12 to 18 ins.	5.00	....
Lonicera morrowi, 6 to 12 ins.	4.00	....
Lonicera morrowi, 12 to 18 ins. and up	5.00	....
Lonicera tat. rosea, 6 to 12 ins. and up	6.00	....
Lonicera zabeli, 6 to 12 ins. and up	7.00	....
Philadelphus Bouquet Blanc, 6 to 12 ins. and up	7.00	....
Philadelphus grandiflorus, 6 to 12 ins. and up	5.00	....
Physocarpus aureus, HW, 6 to 12 ins. and up	5.00	....
Populus nigra, fast, 8 to 15 ins. and up	5.00	....
Privet, Amur River North, 2-yr., SF, 8 to 15 ins. and up	5.00	45.00
Privet, Lodense, SF, 4 to 8 ins. and up	6.00	....
Privet, Regel Border, 2-yr., SF, 6 to 12 ins. and up	6.00	50.00
Salix niobe pg., HW, 6 to 15 ins. and up	5.00	....
Sambucus, Redberry, HD, 6 to 12 ins. and up	6.00	....
Spiraea billiardi, HW, 6 to 15 ins. and up	4.00	....
Spiraea froebeli, HW, 6 to 15 ins. and up	5.00	....
Spiraea thunbergi, HW, 6 to 15 ins. and up	5.00	....
Spiraea trichocarpa, HW, 6 to 15 ins. and up	5.00	....
Spiraea vanhouttei, HW, 6 to 15 ins. and up	5.00	....
Symphoricarpos chenaulti, SW, 2-yr.	5.00	....
Symphoricarpos racemosus, HW.	5.00	....
Viburnum opulus, S, 3 to 6 ins. and up	4.00	....
Viburnum opulus sterile (Snowball), SW, 3 to 6 ins. and up	7.50	....
Walnut, Black, S, 12 to 18 ins.	....	25.00
Walnut, Black, 18 to 24 ins.	....	35.00

In assortment only 10 per cent of total purchase.

All softwood cuttings are transplanted; mostly 2-year plants, except Snowball and dwarf Forsythia.

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6 to 8 ins., 1-yr. tr.	$15.00	$120.00
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Coming Events

MEETING CALENDAR.

August 6, Pennsylvania Nurserymen's Association, Fairview Evergreen Nurseries, Fairview.

August 12 and 13, Wisconsin Nurserymen's Association, Sturgeon Bay.

August 12 to 14, Southern Nurserymen's Association, Atlanta, Ga.

August 13, Connecticut Nurserymen's Association, Lake Compounce.

August 14, Indiana Association of Nurserymen, Ernst Nurseries, Muncie.

August 14 and 15, West Virginia Nurserymen's Association, Charleston.

August 14 to 16, New York State Nurserymen's Association, Ithaca and Geneva.

August 17 to 19, Virginia Nurserymen's Association, George Mason hotel, Alexandria.

August 18 to 22, National Shade Tree Conference, Hotel Cleveland, Cleveland, O.

August 21 and 22, Michigan Association of Nurserymen, Warm Friend tavern, Holland.

August 28 and 29, Ohio Nurserymen's Association, Mansfield-Leland hotel, Mansfield.

September 3 to 5, Texas Association of Nurserymen, Galvez hotel, Galveston.

September 25 and 26, Mississippi Florists' and Nurserymen's Association, Buena Vista hotel, Biloxi.

September 29 to October 1, California Association of Nurserymen, U. S. Grant hotel, San Diego.

October 23 to 25, American Horticultural Council, Hollenden hotel, Cleveland, O.

PENNSYLVANIA PLANS.

The Pennsylvania Nurserymen's Association will hold its summer meeting August 6 at the Fairview Evergreen Nurseries, Fairview. Accommodations are to be had near by at the Hotel Lawrence, Erie.

In the morning the group will inspect the tools at the nursery, hear a brief history of the company and tour the 500 acres of stock. After the business meeting, there will be a Dutch treat dinner at the Fairview hotel.

In the afternoon a talk on "Erie County" will be given by Paul S. Crossman, county agent. A planned recreation period will follow, with a special program for ladies. A buffet supper will be served by the Fairview Evergreen Nurseries.

WISCONSIN MEETING.

With Sturgeon Bay, Wis., as the location for the summer meeting August 12 and 13, members of the Wisconsin Nurserymen's Association will enjoy two days in one of the most favored of America's resort areas, Door county, often called "Wisconsin's outdoor living room."

The Evergreen Nursery Co. will play host to the group at a luncheon August 12, at the Sturgeon Bay Congregational church. A bus trip to scenic points on the Door county peninsula is tentatively planned for the afternoon. The banquet and evening entertainment will be held at Chateau Hutter, a new summer hotel on the shores of Green Bay.

The cherry picking and canning season will be at its peak in August, and a trip through the cherry orchards and canning factories will be made by the nurserymen Wednesday morning.

NORTH JERSEY GROUP PLANS OUTING.

The North Jersey Metropolitan Nurserymen's Association will hold its summer outing for the first time in four years, August 12, at the Cedarview Nursery, Upper Montclair, N. J. The party will begin at 10 a. m. and will continue into the evening, according to W. L. Flavelle, secretary of the association.

Plans for the day include a noon lunch, beverages and a game of horseshoes. At 4:30 a beef dinner will be served. A "lecturers' hour" is also scheduled, during which some of the well known guests will speak.

The last meeting at the Cedarview Nursery was in 1943 and was attended by seventy-five members and guests. The nursery is owned by C. Russell Jacobus, president of the North Jersey Metropolitan Nurserymen's Association. Mr. Jacobus was recently appointed a member of the New Jersey state board of agriculture and was for two years president of the New Jersey Association of Nurserymen. He is also chairman of the eastern region of the American Association of Nurserymen and is honory chairman of the Boston convention arrangements committee.

SHADE TREE PROGRAM.

Tours of interesting places in the vicinity of Cleveland will be the feature of the first day of the twenty-third annual convention of the National Shade Tree Conference, August 18 to 22, at the Hotel Cleve-

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2 feet, mixed varieties of **Hicks, Brevifolia, Spreading** and **Hatfield.** Cash-and-carry material, **$1.40** each. Buyer must dig.

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PEACH TREES
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BROAD-LEAVED:
Azalea, Abelia, Boxwood, Cotoneaster, Elaeagnus, Euonymus, Hedera helix, Ilex, Jasminum, Laurocerasus, Ligustrum, Magnolia grandiflora, Nandina, Osmanthus, Pachysandra, Pyracantha.

SHADE TREES:
Sugar Maples, Flowering Crabs, Oaks, etc.

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in great variety.
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Contains all needed plant foods in just right proportions to stimulate season-long growth of greener lawns, healthier trees and shrubs. In 100, 50, 25, 10, 5 lb. bags.

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Specially formulated for greater abundance of flowers, more bloom and color—better vegetables, richer in minerals and vitamins. In 100, 50, 25, 10, 5 lb. bags.

AGRICO FOR BROAD-LEAF EVERGREENS
Prepared expressly to feed Rhododendrons, Azaleas and other acid-loving plants—also builds up soil's acidity, essential for these plants. In 100, 50, 25, 10 lb. bags.

Many Nurserymen profit two ways with special-purpose Agrico Fertilizers: (1) Used on their plantings, Agrico produces utmost health and vigor and promotes quality production. (2) By selling Agrico to their trade, customers get better results—and profits on Agrico sales help boost the Nurseryman's net profits.

These *three* Special-Purpose Agrico Fertilizers go further, do a better job . . . more plant-feeding value per pound and per dollar. Order Agrico now—we furnish liberal supply of colorful booklets, display material, newspaper cuts, etc., to help you boost sales and profits. Write us today.

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land, Cleveland, O. Included on the tour itineraries are Holden Arboretum, metropolitan parks, city parks, Davey Tree Expert Co., at Kent, and nurseries at Painesville.

At the open meeting, scheduled for 8:15 that evening, Donald Wyman, horticulturist of the Arnold Arboretum, Jamaica Plain, Mass., will give an illustrated lecture on "Plant Materials Through the Season at the Arnold Arboretum and in our National Parks."

There will be a dinner for commercial exhibitors Monday evening. No program has been scheduled for Tuesday evening, but some may wish to take in the baseball game between the Cleveland Indians and the Washington Senators at Lake Front stadium. The annual banquet, a gala affair, will be held Thursday evening.

A meeting of the executive committee is set for the afternoon of August 17 in the East room, preceding the regular convention schedule, which is as follows:

TUESDAY, AUGUST 19, 9:30 A. M.

Call to order, by President Charles F. Irish.

Address of welcome, by Thomas A. Burke, mayor of Cleveland.

"Some Aspects of Tree Physiology," by Freeman S. Howelett, chairman, department of horticulture, Ohio State University.

"Soil Aeration—Its Importance to Plant

	Per 100	1 to 5000 Per 1000	5000 and up Per 1000
Red Barberry, s., 3 to 6 ins.	$3.50	$27.50	$23.50
Red Barberry, s., 6 to 9 ins.	5.00	42.50	40.00
Washington Hawthorn, s., 3 to 6 ins.	4.00	35.00	30.00
Washington Hawthorn, s., 6 to 9 ins.	7.50	60.00	55.00
Kolkwitzia amabilis, s., 3 to 6 ins.	6.00	50.00	45.00
Kolkwitzia amabilis, s., 6 to 9 ins.	8.50	75.00	72.50
Magnolia virginiana, 1-yr., s.	7.50	60.00	55.00
Cornus florida, 1-yr. s.	6.00	50.00	....
Sorbus aucuparia, t. s.	8.50	75.00	....
English Hawthorn, t. s.	8.50	75.00	....

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Dept. AN Biloxi, Miss.

Growth and Disease Control," by Lee M. Hutchins, head pathologist, division of forest pathology, United States Department of Agriculture, Beltsville, Md.

TUESDAY, AUGUST 19, 1:30 P. M.

Program sponsored by National Arborists Association, President Ross Farrens, Jacksonville, Fla., presiding.

"Shade Tree Evaluation Formulae and Their Use," by Norman Armstrong, White Plains, N. Y.

"Shade Tree Lawns," by Paul E. Tilford, secretary, National Arborists Association, Wooster, O.

"Public Utilities Attitude Toward Tree Preservation," by H. O. Drennan, Carolina Power & Light Co., Raleigh, N. C.

"Problems of the Public Utility Forecaster," by Karl Kuemmerling, Canton, O.

WEDNESDAY, AUGUST 20, 9:30 A. M.

Business session, President Charles F. Irish presiding.

Meeting of board of governors; including election of executive committee members and report of executive committee.

Report of Secretary-treasurer, by L. C. Chadwick.

Appointment of convention committees.

Report of committees: Memorial Research Fund, by Curtis May, division of forest pathology, United States Department of Agriculture, Beltsville, Md.; Slide Library, by R. K. Alman, park department, Cedar Rapids, Ia.; Nomenclature and Standards, by O. N. Liming, United States Department of Agriculture, Bloomfield, N. J.; Membership committee.

"Adaptability and Source of Supply of Some of the Newer and More Unusual Trees," illustrated panel discussion. Leader: Henry Skinner, curator, Morris Arboretum, Philadelphia, Pa. Panel members: Noel Wysong, Cook County Forest Preserve district, River Forest, Ill.; L. C. Chadwick, department of horticulture, Ohio State University, Columbus.

WEDNESDAY, AUGUST 20, 1:30 P. M.

Field demonstrations of tools and equipment at Edgewater park.

WEDNESDAY, AUGUST 20, 7:00 P. M.

Dinner and business meeting of National Arborists Association, Empire room. Meeting of city foresters, park superintendents and others interested in public area tree management problems, ballroom. Discussion leader: J. C. Kenealy, Ardmore, Pa.

THURSDAY, AUGUST 21, 9:30 A. M.

Vice-President Curtis May, presiding.

"Standards of Policy and Practice in Municipal Arboriculture," by Carl Fenner, assistant city forester, Lansing, Mich.

"Recent Developments in Insecticides and Fungicides": "Present Status of Velsicol 1068 and Other Recently Developed Insecticides," by John T. Creighton, department of entomology, University of Florida, Gainesville; "Fungicides," by J. C. Carter, associate botanist, Illinois Natural History Survey, Urbana.

THURSDAY, AUGUST 21, 1:30 P. M.

"DDT," panel discussion. Leader: George S. Langford, specialist in insect control, University of Maryland, College Park; "A Critical Review of DDT," by George S. Langford; "Operator Experiences," by E. W. Higgins, Frost & Higgins Co., Arlington, Mass.; B. F. Lawrence, Lawrence Tree Expert Co., Greenfield, Mass.; Albert W. Meserve, Albert W. Meserve Co., Danbury, Conn.; D. E. Parker, entomologist, bureau of entomology and plant quarantine, United States Department of Agriculture, Beltsville, Md.

"Progress in the Chemotherapy of the Dutch Elm Disease," by Albert E. Dimond,

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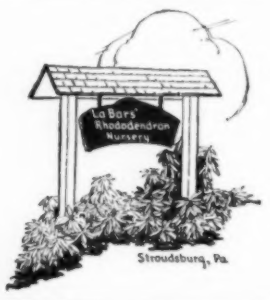

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department of plant pathology, Connecticut agricultural experiment station, New Haven.

"Correlation of Street Lighting and Street Tree Management": "The Long-range Picture of the Possibilities of Eliminating Conflicts by Inscale Planting and the Benefits of Pruning and Manner of Handling the Present Situation," by Edward F. Scanlon, city forester, Cleveland; "Effect of Present Conflict on Light Output," by Kirk M. Reid, Cleveland Electric Illumination Co., Cleveland.

FRIDAY, AUGUST 22, 9:30 A. M.

Business session, President Charles F. Irish, presiding.

"Mist Blower Sprayers," panel discussion. Leader: George W. Harding, chief of horticulture and maintenance division, National Capitol parks, Washington, D. C.; "Mechanics, Operation and Adaptability," by S. F. Potts, entomologist, bureau of entomology and plant quarantine, New Haven, Conn.; "Operator Experiences," by George W. Harding, National Capitol parks, Washington, D. C.; Edward F. Scanlon, city forester, Cleveland; Oscar Warner, landscape forester, Waterbury, Conn.; Wilfrid Wheeler, Jr., Bartlett Tree Expert Co., Cambridge, Mass.

TEXAS ROSE FESTIVAL.

The tenth Texas Rose Festival, which will be held at Tyler, Tex., October 2 to 5, is being planned by leading nurserymen and other businessmen of Tyler.

This year the festival will feature the culture of roses. There will be more than 200,000 roses on display, and lectures and demonstrations will be given during the 4-day event. In addition to tours of the rose fields, there will be a parade of rose-covered floats and top-flight bands, a football game, a vesper service and coronation of a rose queen. Begun on a small scale in 1933, the popularity of the festival has so increased that more than 50,000 persons were attracted to them before the war forced their suspension.

Nurserymen in the Tyler area propagate more than sixty per cent of the garden rosebushes produced in the United States, according to the Texas Rose Festival Association. Most of the nearly 20,000,000 rosebushes propagated in Texas are grown within a 50-mile radius of Tyler, where more than 1,000 persons depend on rose-growing operations for their livelihood and many others engage in seasonal employment in the rose nurseries or in distribution of the crop. About 180 carlots, averaging 25,000 plants each, are shipped each year from Tyler to all the forty-eight states and to more than twenty-five foreign countries.

BESSELL GREENHOUSE, Mount Sterling, Ill., has added some nursery stock to the business, according to F. A. Bessell.

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Now is the time to buy your shrubs for fall and winter delivery

	Per 1000
LIGUSTRUM AMURENSE. Amur River North Privet.	
L.O. grade	$20.00
6 to 12 ins., 2 br.	30.00
12 to 18 ins., 2 br.	45.00
18 to 24 ins., 2 br.	55.00
18 to 24 ins., 3 br.	65.00
LIGUSTRUM OVALIFOLIUM. California Privet.	
L.O. r. c.	15.00
6 to 12 ins., 2 br.	20.00
12 to 18 ins., 2 br.	30.00
Grafting grade	30.00
12 to 18 ins., 3 br. and up	40.00
18 to 24 ins., 2 br.	40.00
LIGUSTRUM SINENSE Amur River South Privet (Southern Evergreen).	
4 to 6 ins., s.	4.00
6 to 12 ins., s.	6.00
12 to 18 ins., s.	10.00
18 to 24 ins., s.	15.00
LONICERA FRAGRANTISSIMA. Winter Honeysuckle.	
6 to 12 ins., c.	25.00
12 to 18 ins., c.	30.00
18 to 24 ins., c.	35.00
SPIRAEA VANHOUTTEI.	
L.O. field-grown	25.00
6 to 12 ins., c.	30.00
12 to 18 ins., c.	40.00
12 to 18 ins., hedging	50.00
SPIRAEA THUNBERGI	
L.O. grade	25.00
6 to 12 ins., div.	30.00
12 to 18 ins., hedging	50.00
SYMPHORICARPOS VULGARIS. Coralberry.	
L.O. grade	15.00
6 to 12 ins., c.	20.00
12 to 18 ins., c.	25.00
18 to 24 ins., c.	35.00
DEUTZIA, Pink.	
L.O. grade, r. c.	15.00
6 to 12 ins., c.	20.00
12 to 18 ins., c.	25.00
ILEX VERTICILLATA. Winterberry.	
12 to 18 ins., L.O. div.	30.00
18 to 24 ins., L.O. div.	40.00
2 to 3 ft., L.O. div.	50.00
WEIGELA, Pink.	
L.O. grade, r. c.	25.00
6 to 12 ins., c.	35.00
12 to 18 ins., s.	45.00
LONICERA JAPONICA HALLIANA. Hall's Japanese Honeysuckle.	
Small L.O. div.	10.00
Medium L.O. div.	12.50
1-yr., No. 3	35.00
1-yr., No. 2	45.00
1-yr., No. 1	55.00
2-yr., No. 2	60.00
2-yr., No. 1	70.00

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At this time we are in position to furnish a fair quantity of **FOREST TREE SEEDLINGS** and **FRUIT TREES.** Be sure to send us a list of your requirements, and we shall be pleased to quote on them, as we are having a good growing season and plants are making fine growth.

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OBITUARY

Mrs. Charles Greening.

Mrs. Charles E. Greening, 84, widow of Charles Greening, son of the founder of the Greening Nursery Co., Monroe, Mich., died June 29 at Monroe. She was the mother of Benjamin J. Greening, who died in 1941 at the time of the American Association of Nurserymen convention, while president of the company, and she was the grandmother of the present president, Charles B. Greening.

Married in 1881, she and her husband worked in the nursery for J. C. W. Greening, Charles' father, who had founded the nursery in 1850. Later, Charles and a brother borrowed money to start a new planting of fruit trees and soon had a good fruit-growing trade with neighboring farmers. Since that time, the business has been owned and controlled by the family of Charles E. Greening.

Mrs. Greening is survived by a son and three daughters.

Henry A. Rankin.

Henry A. Rankin, nationally known botanist and owner of the Cape Fear Nursery, Fayetteville, N. C., died at his home June 21 after a long illness.

Mr. Rankin used the nursery as an opportunity to develop a lifelong interest in botany. For several years he was president of the Gray Memorial Botanical Association. During his research he discovered a new species of jessamine, which was named for him.

Associated with his brother in the operation of the Douglas Mfg. Co., Fayetteville, he was also active in the lumber business at one time.

Mr. Rankin is survived by two sons, Sam C. Rankin and Henry Rankin, Jr., Fayetteville, and by a daughter, Mrs. R. V. Hughes, Bradford, Pa. His wife died in 1945.

Dr. A. J. Knapp.

Dr. A. J. Knapp, 93, retired physician and founder of the peony industry at Evansville, Ind., died July 9 after having been confined to his bed for several years.

Dr. Knapp retired from active medical practice more than twenty years ago and devoted the remainder of his life to the growing of peonies. His success with his business, Dr. A. J. Knapp's Peony Farms, influenced others to operate peony farms near Evansville.

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Apple and Pear Seedlings — Our blocks of seedlings are on brand-new land. Free from aphis and other insect pests.

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List Ready August 10 — **ROSES** — Two-year Field-grown

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Rhododendrons, Azaleas, Shrubs, Trees, Peonies, Liners, etc.

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WONDERLAND NURSERIES
Ellerson, Va.

At one time, Dr. Knapp had 200 acres of peonies in the Evansville area and in other states. Later he sold most of his farm properties.

He is survived by a daughter, Mrs. Wallace C. Dyer; a brother, Harry Knapp, and three grandchildren.

George W. Hess.

George W. Hess, director of the Botanic Garden at Washington, D. C., for twenty-three years, died June 6 at his home in Bethesda, Va. He was 82 years old. He was appointed director of the Washington Botanic Garden in 1912. By the time he retired in 1935, he had more than trebled the capacity of the garden.

Mr. Hess is survived by his widow, Mrs. Helen D. Hess, five sons and one daughter, all of Washington, and two stepsons, of Washington and Pittsburgh, Pa.

William A. Fleming.

William A. Fleming, 67, wholesale florist and nurseryman, Lincoln, Neb., died May 26 while on a vacation at Lansing, Mich. He is survived by his widow, three sons and a brother.

PIERSON MEMORIAL FUND.

Directors of A. N. Pierson, Inc., have given $1,000 to the Connecticut Florists' Association to be used in establishing a memorial to the late Wallace R. Pierson. The fund, known as the Wallace R. Pierson memorial lecture fund, will be used to provide a speaker for each of the association's annual conventions.

MRS. J. O. McKNIGHT, daughter of Mr. and Mrs. Harvey Mosty, Mosty Bros., Kerrville, Tex., recently suffered the loss of her father-in-law, W. J. McKnight, Dallas, Tex., while on vacation in the west with her husband and family, so that they were unable to attend the funeral. J. O. McKnight is a graduate in landscape art from Texas A. and M. College.

WILLIAM A. WEBER, of the William A. Weber Nursery, Kirkwood, Mo., vice-president of the Western Nurserymen's Association, is convalescing at home following a recent illness. He was confined to the hospital for six weeks, during which time he underwent two major stomach operations. Mr. Weber is also secretary-treasurer of the Missouri State Nurserymen's Association and secretary of the Landscape & Nurserymen's Association of Greater St. Louis. During his illness he has received many cheering messages and floral gifts, for which he thanks his friends.

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Ask for quotations on items you need, indicating quantities.

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See price list in Classified Ads.
Write for catalog
NATIONAL NURSERIES, Biloxi, Miss.

Reports on Spring Landscape Business

Supplementing the reports on spring landscape business which appeared in the preceding issue, further reports come from nursery firms primarily engaged in landscape planting and in selling nursery stock at retail.

The wet weather which plagued wholesalers also left its mark on retail business. Landscape work was impeded to such an extent that volume in that type of business did not reach last year's total until the end of the season. In many sections the weather was blamed for the drop in cash-and-carry sales, for home gardeners could not work during the inclement weather either.

Despite these conditions, most firms report that demand was strong and total sales were above those of last year. With good growing conditions and an increasing supply of labor, the outlook for next season looks bright.

Plant Varieties Scarce.

Hewlett W. Lewis, of the Lewis & Valentine Nurseries, Inc., Roslyn, N. Y., reports that the greatest volume of landscape work was done on large home grounds in spite of the fact that more smaller homes are being built at the present time. Mr. Lewis writes:

"The volume of sales of landscape plantings and small retail orders was less than for last spring, partly because of a rainy season which discouraged calls at the nursery by customers and impeded the completion of landscape work and digging in the nursery. Also, we noted an increased caution in buyers as a result of the general reaction to high prices in all fields.

"Most planting work was done on new buildings, although there continued to be a large percentage of remodeling jobs as a result of high activity in the resale of old houses. In general, the demand is for good plants, such as hemlocks, yews, ilex and broad-leaved evergreens, also good varieties of flowering trees. Cheaper varieties moved more slowly.

"By far the greatest proportion of our volume of business was done on a few larger places. This is interesting, in view of the fact that in our vicinity there have been several thousand small houses in the $10,000 to $12,000 price range, completed within the past year, as compared to a very few hundred of the larger houses. This would indicate that the average small homeowner has little money left over for landscaping, after he has bought and furnished his house, for at least a year or so.

"The acute shortage of good varieties of plant material in medium to large sizes increases the cost of doing landscape work, because a larger amount of time is spent in locating the material, which formerly could have been spent in selling or supervising work.

"Common labor has become more plentiful this spring; however, there are not enough experienced men available."

More Landscape Planting.

A drop in the volume of cash-and-carry business at the Eastern Shore Nurseries, Inc., Easton, Md., was compensated for by the increase in landscape planting orders, according to E. Sam Hemming, who writes:

"Our season was late getting started here in the warm section of Maryland. We can usually plant in part of February and all of March as well as during the regular spring planting season. This year we could not get on the grounds until the third week of March. The weather continued wet and cool all through the planting season, and I remarked to another nurseryman that I believed every planting job was rained-in personally.

"In spite of this, our volume was better than last spring; in fact, this has been the best spring we have had. This is perhaps because of a better supply of labor, although the labor situation is still far from easy. Although we do not do much cash-and-carry business, the volume was probably a little less than last year, but the increase in landscape planting more than made up for it.

"Construction of small homes seems to be moving fairly rapidly in this section, but construction of larger homes, particularly those along the Chesapeake bay region, has been

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Northern-grown Stock
Send for Price List.
J. V. BAILEY NURSERIES
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AMERICAN and MOLINE ELM, up to 2-inch caliper.
SOFT MAPLE, up to 2-inch caliper.
PEACH and APPLE, in carlots.
General line of Shade Trees, Shrubs, Evergreens and Fruit Trees.

VIBURNUM BURKWOODI
New—Fragrant—Hardy
Pinkish-white flowers in May
Heavy pot-grown stock for lining out. Spring 1948 delivery.
Per 100 Per 1000
2½-in. pots $35.00 $300.00
F.O.B. Dayton, Ohio
No charge for packing if check accompanies order.
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Dayton 5, Ohio

NORTHERN COLLECTED EVERGREENS
FERNS
PLANTS
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WILLIAM CROSBY HORSFORD
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Thorny, Thornless
We suggest early orders.
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SHENANDOAH NURSERIES
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Wholesale growers of a fine assortment of
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New Crop, 2-Year, Field-Grown
BUDDED ROSES
Our specialty
A good assortment of **Hybrid Teas** and **Climbers.**
Write for list. Liberal discounts on early bookings. Our prices will be in line with other reputable growers.
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ROSE LAWN NURSERIES
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Wholesale growers of the best
Ornamental Evergreens, Deciduous Trees, Shrubs and Roses
Write for our current trade list.
THE KALLAY BROTHERS CO.
Painesville, Ohio

rather slow. We are likely to be doing the smaller type of planting jobs rather than the larger ones for a year or two."

Snow in Virginia.

Despite weather conditions, Owen G. Wood, president of Wood-Howell Nurseries, Inc., reports a satisfactory spring business volume.

"We recently closed a most difficult season. During the early part of the planting season we experienced considerable snow, and during the latter part it rained almost continuously. This made it necessary for us to extend our digging for wholesale orders well into our normal retail planting season, and we found it necessary to continue with our retail plantings throughout the month of June. Despite the weather, we showed a satisfactory business volume, although this volume was probably one-third less than it would have been had we experienced normal weather conditions."

Sales Up Fifty Per Cent.

A fifty per cent increase in sales is reported by Carl Conner, of Conner & Amos, Charleston, W. Va., who writes:

"Continuous and heavy rainfall interfered with our planting, but prolonged our planting season.

"In both cash-and-carry and landscape planting our sales were increased this year at least fifty per cent.

"We serve the highly industrialized Great Kanawha valley, generally conceded to be the chemical center of the United States; so much of our work involves smoke and fumes. Around the buildings of several of the chemical plants where we made regulation plantings we have tucked in experimental shrubs, hoping to find an answer to this difficult problem. We may have at least a partial solution later on."

Demand Continues Good.

The unseasonable weather of early spring halted operations at the Jones Ornamental Nursery, Nashville, Tenn., but the later cool, rainy weather made planting possible later than usual. Richard H. Jones writes:

"The demand for nursery stock has continued good throughout the past fall and spring season.

"The extremely unseasonable weather of February and early March handicapped nursery operation during that period. For six weeks we could not do any outside work at all. As a result our cash-and-carry sales for the period were nil.

"Spring business found us with

KELLY BROTHERS NURSERIES, INC.
"Fruit Tree Headquarters"
DANSVILLE, NEW YORK
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APPLE PEACH
SWEET AND SOUR CHERRY
PLUM PEAR
We offer a complete assortment of high-quality fruit trees.
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Send your list of wants, or better yet, come to Dansville and see our nursery.
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PARADISE ASPARAGUS
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FARIBAULT, MINN.

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Flowering Almond, own root
Spiraea Anthony Waterer
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Juniper, Upright, Grafted Varieties in carload lots.
Thousands of other varieties and grades. Send us your list for Fall 1947 and Spring 1948 requirements.
Visitors Welcome.
ONARGA NURSERY CO., INC.
Onarga, Ill.

EVERGREENS
Growers of Quality Evergreens Lining-out Stock a Specialty
Write for Trade List
EVERGREEN NURSERY CO.
Established 1864 : STURGEON BAY, WIS.

so many undelivered orders that we were much harrassed by demand of both groups. Fortunately we had a cool spring and sufficient rain to enable us to plant much stock after new growth was well out more successfully than is generally true at that season.

"The construction of new homes has helped our sales, but the source of our best landscape business is still the older places, either redesigning or renovating their plantings.

"The dollar volume showed a gross increase for all those to whom I have talked. Our increase will run forty per cent over last year.

"Production is still behind and will be lagging, provided demands stay in the present proportion. There is a scarcity of good landscape material and specimen stock.

"Our labor situation is fair, but like others in similar business we still have a crying need for trained men and supervisory employees."

Specimen Plants Scarce.

Having had a good planting season with almost no loss, Carl Ray, of Carl Ray, Inc., St. Matthews, Ky., reports that he is mainly concerned with the shortage of landscape material and rising costs. He writes:

"With the advent of good additional help, we have had, and neighboring nurserymen express the same general opinion, a good planting season. The unusually heavy rainfall has retarded our work a great deal, but the continued rains have assured us a high percentage of plants. To date there has been hardly any loss.

"The general trends of good landscape material being hard to obtain and prices rising, are, I believe, our chief concerns.

"With the so-called cheap houses and medium-priced houses claiming all of our average plant materials, we are having considerable difficulty obtaining good specimen plants, and the costs are extremely high."

Labor Situation Better.

Although operations at the Hillenmeyer Nurseries, Lexington, Ky., were held up because of the wet weather, Louis E. Hillenmeyer reports that good growing conditions and an improved labor situation resulted in good stands. He writes:

"Our total business for the first half of 1947 was about thirty per cent above that of last year. The season was two to three weeks late and this gave us the best May and June we have ever had. Wet weather handicapped planting and other operations, though we have good stands because of favorable growing

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We offer our usual line of **Fruit Trees;** also **June Bud Peach** and **Pecan Trees.**

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Write for list of varieties and prices.

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75 to 100 Transplanted **Hall's Japanese Honeysuckle** and **Lining-Out Tree** and **Shrub Seeds** for fall delivery 1947. Write for wholesale prices—**Azaleas,** clumps: **Red Flame Native Honeysuckle.**

TARLTON NURSERIES
Route 7, McMinnville, Tenn.
E. J. Morton, Proprietor

BURTON'S
HEADQUARTERS FOR
EVERGREEN GRAFTS, TRANSPLANTED EVERGREENS, SHRUB LINERS.
RARE ITEMS YOU DO NOT FIND IN MOST LISTS! *Write!*
HILLTOP NURSERIES
CASSTOWN, OHIO

OUR SPECIALTIES
Jun. Pfitzeriana, B&B, and pots.
Taxus in variety, B.C., tr. and pots.
Weigela, Eva Rathke, 2-yr. frame tr.
Viburnum Rhytidophyllum, B.C. and pots.
Contracting now for future delivery.
Correspondence invited. No catalog.
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NATIVE TREES and SHRUBS

For Fall Shipment.

	Per 100
AZALEA CALENDULACEA.	
Flame Azalea.	
AZALEA NUDIFLORA.	
Pinxterbloom Azalea.	
12 to 18 ins., liners	$ 10.00
18 to 24 ins., B&B, 4 to 7 canes	100.00
CERCIS CANADENSIS.	
Redbud.	
12 to 18 ins.	2.00
18 to 24 ins.	3.00
CORNUS FLORIDA.	
White Dogwood.	
12 to 18 ins.	2.00
18 to 24 ins.	3.00
VACCINIUM VACILLANS.	
Blueberry.	
12 to 18 ins.	15.00
JUGLANS NIGRA.	
Black Walnut.	
2 to 3 ft.	5.00
4 to 5 ft.	10.00

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SMALL FRUIT PLANTS and VEGETABLE ROOTS

We grow for the wholesale trade only.

KRIEGER'S WHOLESALE NURSERY

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FRUIT TREES

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RED RHUBARB

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We wish to purchase . . .

Evergreens, Fruit Trees, Shrubs, etc.

Send your surplus list to

THE PONTIAC NURSERY CO., Romeo, Mich.

Old English BOXWOOD

(Wholesale Only)

All slow-grown dense specimens. Red clay soil. Priced by height and spread. 18x12 ins. to 24x22 ins. In unlimited quantities. Also large specimens up to 5 ft. Write for price list.

BOXWOOD GARDENS

Mrs. R. P. Royer High Point, N. C.

conditions. Demand for fruit trees and small fruits was not quite as good as expected. Ornamentals were active, with good, finished evergreens scarce and cleaned up in our section.

"Landscape demand exceeds our ability to keep up with it. We have a backlog of orders which have piled up during war years. There are a lot of calls for service work. The labor situation is much better, although quality and interest in work could be much improved.

"Regardless of conditions, it looks as though we should be busy for some time to come and at good prices. However, supply has always caught up with demand and will do so again. It looks as though taxus will be in oversupply in a few years."

"Easy Buying" Over.

Cash-and-carry sales, stimulated by newspaper copy, helped to compensate for the losses in landscape trade at the Siebenthaler Co., Dayton, O., reports President Clarence O. Siebenthaler, who writes:

"It took up to June 30 to equal our volume of last year's business. Ordinarily, we would be much disappointed with such a showing, but considering the fact that we had almost ten weeks of rain with rarely more than one clear day at a time, we feel pretty well satisfied.

"It has been the most unfavorable season, as far as weather is concerned, in our nearly eighty years' experience. Up until June 1, we were running $30,000 to $40,000 behind last year; so we feel that we haven't done so badly after all.

"This is the first year in perhaps the past dozen when we felt we had a chance to make a little profit. At the start of this season, we had plenty of help, a magnificent supply of material of high quality and plenty of good orders, but the weather made all of these things of little avail. We found labor plentiful, but hard to retain when, of necessity, we had to lose several days each week.

"The net result was that we had, and still do have, quite a large backlog of orders, and we expect to continue in full force throughout the summer months. In order to offset partially the losses in landscape work, we used considerable copy in local newspapers to encourage cash-and-carry trade. As a result, we did more of this type of business than usual, and it helped somewhat to fill in the void. Had the weather been better, I am sure that this type of business easily could have been doubled. On more than one occasion, customers were drenched to the skin before

[Continued on page 62.]

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GRAPEVINES
BLACK RASPBERRY
RED RASPBERRY
BLACKBERRY
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BLUEBERRY PLANTS
RHUBARB
New Crop Rhubarb Seeds, Linnaeus and Victoria.

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We would be pleased to quote on your want list and would welcome your surplus list.

RHUBARB

Chipman's Canada Red and MacDonald.

HANSEN BUSH CHERRY

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WE OFFER . . .

Our General Line of

SMALL FRUIT PLANTS

Let us quote on your requirements.

L. J. RAMBO'S WHOLESALE NURSERIES

Bridgman, Michigan

SMALL FRUIT PLANTS

Evergreens — Shrubs
Asparagus — Rhubarb

Send for Complete Trade List.

W. N. SCARFF'S SONS

NEW CARLISLE, O.

CALIFORNIA ASSOCIATION OF NURSERYMEN

JACK LINCKE, Executive Secretary

215 West Seventh St., LOS ANGELES 14, CALIF.

PLAN TO INVESTIGATE TAX ASSESSMENTS.

Efforts have been started by the California Association of Nurserymen to collect data substantiating a request to the next session of the California legislature to modify county personal property assessments of nursery stock.

A number of states have been successful in obtaining passage of such measures, with a resultant annual saving of many thousands of dollars for the industry.

California's county assessors, in keeping with the trend of the times, have surpassed previous records in the past few months in levying upon nursery stock. In some instances, the assessments have been extremely heavy, while in other counties the demands upon nurserymen have not been so severe.

Jack Lincke, executive secretary of the California group, has begun correspondence with men in all sections of the country which have succeeded in modifying county assessments of nursery stock, and is compiling information about the ways and means by which other states have attained their objectives.

Meanwhile, he has asked each of the organization's nine chapters to form a committee whose duties will be to analyze present methods of assessment in their counties and point out any unfair features. It is expected that approximately a year will be required to investigate amply and prepare the material to be presented at California's next legislative session.

BUDWOOD PROGRAM.

Recognizing the economic importance of virus diseases, a representative group of California's stone fruit tree growers, under the leadership of the Cailfornia Association of Nurserymen, met at Los Angeles July 8 with representatives of the state department of agriculture and drafted a program of voluntary control. This was the second conference held on the subject. The first was at Merced June 18.

The state department of agriculture was represented at the Los Angeles meeting by H. M. Armitage, chief of the bureau of entomology and plant quarantine, and Wray Hiltabrand, of nursery service.

The county agricultural commissioners, who will carry out the program, were represented by Dean Palmer, president of the County Agricultural Commissioners' Association, and H. J. Ryan, commissioner of Los Angeles county.

To prevent the possibilities of infected budwood being used in propagating, a permit system will soon be inaugurated. When a nurseryman wishes to cut budwood, he will specify the proposed source to his county commissioner, who, if the area is clean, will issue a permit for the cutting of the stock. The commissioner, of course, will previously have had all of his budwood sources inspected by a plant pathologist. In exchange for the protection which will accrue to other states as a result of this program, California will enact quarantine measures requiring equivalent protection for California's industry.

This program will not concern budwood taken prior to the effective date of the order, which will not be until some time in September.

At the conclusion of the meeting, Mr. Armitage, speaking on behalf of the state department of agriculture, stated that, in his opinion, the conference and its results mark an

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PLANTS and ROOTED CUTTINGS
Order Now for Fall and Spring Shipment.
Prices on Request.
H. B. SCAMMELL & SON.
TOMS RIVER, N. J.
Grower of Blueberries Since 1920.

SPECIAL
We can now offer some very good prices on **Dormant Budded Peach, Plum** and **Apricots** for 1948 delivery.
Be sure to get your contract orders in before we finish our budding for this season.
SISK NURSERIES
Winchester, Tenn.

ATTENTION NURSERYMEN!
We are now booking orders for fall shipments. **Peach** and **Apple**, 2 to 3 ft., **15c**; Grape, No. 1, 2-yr., **8c**. Prices are low on good-quality stock.
Write for list and prices.
ROLLERS WHOLESALE NURSERY
Rogers, Ark.

CERTIFIED
BLUEBERRY PLANTS
1-year Rooted Cuttings, 2 and 3-year Nursery Plants, all varieties; propagated from stock taken from our own productive farms. **Guaranteed True to Name.** SEND for RIGHT WHOLESALE PRICES.
Large quantities to Nurserymen, Dealers and Commercial Growers
or
Small quantities to Home Growers.
GALLETTA BROTHERS'
BLUEBERRY FARMS
Hammonton, New Jersey

SMALL FRUIT PLANTS
We again offer our complete line of **Grapes, Currants** and **Berry Plants.**
Now booking orders for 1947.
FOSTER NURSERY CO., INC.
69 Orchard St. **Fredonia, N. Y.**

Grapevines, Currant Roots, Currant Cuttings and **Berry Plants.**
Small Fruit Specialists.
WEST HILL NURSERIES
Fredonia, N. Y. **Since 1875**

Peach Trees, Grapevines and Shrubs
Send for price list.
PONZER NURSERY
Rolla, Mo.

Hardy English Walnuts
4000 **CRATH CARPATHIAN**, 3-yr., 3 to 4 and 4 to 5 ft. This is the only stock we have wholesale for fall.
H. H. CORSAN
Northern Nut Tree Specialist
Hillsdale, Mich.

important milestone in the relations between the state's nurserymen and the department. He expressed the hope that, at all times, similar problems can be worked out with equal facility.

Jack Lincke, Sec'y.

LOS ANGELES MEETING.

The July meeting of the Los Angeles chapter of the California Association of Nurserymen was held July 10 at the Montebello Country Club, at Montebello. After a steak dinner, the announcement that a baby is expected at the Paul Moulder home produced many and varied gifts, from safety pins to blankets and also a savings account, which the father-to-be withstood quite well!

The chapter's trio, Peter Peterson, Homer Bonillas and Ernest Bordier, sang four songs and led two community singing numbers enjoyed by all.

President C. M. Sawyer opened the business meeting and read the list of persons nominated for officers by the nominating committee. They are: James Jerry, president: Homer Bonillas, vice-president: Ardie Babijian, treasurer, and Harold Merriman, Lloyd Hodges, Hal Simpson, William Evans, Ernest Bordier and Thomas Tomlinson, board of directors members, three of whom will be elected. Homer Bonillas was nominated for president from the floor.

John Weyler, Sec'y.

JOHN ROBER, of the Peter Rober Nursery, at El Monte, Cal., recently visited several nurseries in Texas. He reports that from his observations, labor is much cheaper there than in California.

A. C. CARTER, formerly with Paul J. Howard's California Flowerland, Los Angeles, Cal., has been appointed head of the horticultural and landscape departments of the Evergreen Nursery Co., El Paso, Tex. Well known in California as a horticulturist, Mr. Carter will advise the selection of nursery stock and make purchases for the Texas firm.

HOWARD PAST, representative of Monrovia Nursery Co., Monrovia, Cal., left June 30 for a 6-week motor trip through central California and the San Francisco bay area. Combining business with pleasure, Mr. Past planned to visit nurseries at Stockton, Sacramento, San Rafael, Santa Rosa, San Francisco and Oakland, with side trips to Bass lake, Lake Tahoe and Yosemite. He was accompanied by Mrs. Past.

PORTLAND WHOLESALE NURSERY CO.
306 S. E. 12th AVENUE — Avery H. Steinmetz, Paul E. Van Allen — PORTLAND 14, OREGON

CAMELLIA LINERS
From 2½-in. Rose Pots.
Ready now.
Our list contains very fine varieties. Highest quality guaranteed.
Rubber Budding Strips
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Quality Stock
CONIFERS AND BROAD-LEAVED EVERGREENS
SHADE AND FLOWERING TREES
FRUIT TREE SEEDLINGS
FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
NURSERY SUPPLIES

Write for our Catalog

A. McGILL & SON
FAIRVIEW, OREGON
Wholesale Only
GOOD WESTERN-GROWN NURSERY STOCK
Fruit Tree Seedlings
Flowering Ornamental Trees
Shade Trees
Grown right and packed right.
Combination carloads to Eastern distributing points will save you on freight.

MILTON NURSERY CO.
MILTON *Since 1878* OREGON
Flowering, Ornamental and Shade Trees
Oregon and Washington-grown Fruit Tree Seedlings
Angers Quince
Rooted Cuttings
Our Combination Carlots to Eastern Distributing Points assure minimum transportation cost.
Use your letterhead for correspondence.

AS ALWAYS—
OREGON'S BEST SOURCE
of GOOD ROSES
Limited crops reserved for established customers.
PETERSON & DERING
Wholesale Rose Growers
Scappoose, Oregon

DOTY & DOERNER, Inc,
6691 S. W. Capitol Highway
Portland 1, Oregon
•
Wholesale Growers of General Nursery Stock

WESTERN MATERIAL

	Per 100
DOUGLAS FIR, 8 to 12 inches	$10.00
DOUGLAS FIR, 18 to 36 inches	25.00
WHITE FIR, 8 to 12 inches	10.00
GIANT ARBORVITAE, 6 to 16 inches	12.00
WESTERN HEMLOCK, 6 to 16 inches	12.00
SCOTCH BROOM, 8 to 16 inches	7.50
SPECIAL: 100 each, 6 above items	60.00

All material carefully gathered, extra-well packed and shipped this fall. 25 per cent deposit required on C.O.D. orders.
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SHERIDAN, OREGON

HYBRID RHODODENDRONS and CAMELLIAS
Landscape size; free of noxious weeds. If you buy from us once, you should be a regular customer.
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150 No. Lancaster Dr. Salem, Ore.

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for 1947-48

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Pear Seedlings

Chinese Elm Seedlings

We specialize in these items.
Our quality is tops.

WASHINGTON NURSERIES
Toppenish, Wash.

FOR 1947-48 SEASON

Fruit Trees
Small Fruits
Fruit Tree Seedlings
Flowering Trees
Shade Trees
Shrubs
Roses

and a general assortment of other nursery stock.

Ask us to put your name on our mailing list. (Use your letterhead.)

RICH & SONS NURSERY
Hillsboro, Oregon

FRUIT and NUT TREES

Filbert Trees a Specialty
Two-year—Nursery-grown—
Transplants
Quality Supreme
Barcelona (and Pollenizers,
DuChilly and Daviana)

CARLTON NURSERY CO.
"Over Half a Century" — Since 1890
Forest Grove, Oregon

NOTICE

Limited production makes it impossible to book orders for new customers.

HOWARD ROSE COMPANY
Hemet, California

PLANT NOTES.

[Continued from page 35.]

can enjoy their unobtrusive charm when grouped in moist, shady places. Unless one's clients have reached that stage of garden development, there would probably be little profit in the cultivation of cardamine.

If you live anywhere in the eastern states in the latitude of Kentucky and Maryland north to Connecticut and go into moist woods in April, broad patches of rose-colored crossflowers will show you what I mean. In the northern part of that section and continuing on northward, similar patches of white in wet meadows will answer the same purpose. And if you are curious, you will find that both of these pleasing pictures were created by two bulbous-rooted cardamines, C. douglassi and C. bulbosa, respectively. Transferred to similar situations in the garden, they are likely to induce one to search out others of their kind.

That may not be easy, though, for European kinds are seldom offered in this country, but it is not impossible of accomplishment, as I have found on several occasions during the past quarter of a century. The acquisition of almost any of the fifty or more kinds mentioned in the floras, especially the rosy-flowered form of the common European cuckoo flower, C. pratensis, or the rich lilac Spaniard, C. latifolia, will be ample reward for the effort. Although cardamines are generally inhabitants of cool, moist situations, many are contented with ordinary garden treatment if their water requirements are not overlooked during long dry periods. They are, like most crucifers, easily grown from seeds.

Geranium Endressi.

I just returned from a garden of a summer resident of northern Michigan where much is made of Geranium endressi, and its brilliant performance prompts me to say a few words in its behalf. Although it has been keeping up an uninterrupted display of its clear, light rose-colored salvers since early June (it would probably begin in May farther south), it will continue this ingratiating performance until frost rings down the curtain on the garden play. Perhaps the plants will not be smothered in blooms at all times over this long period, but it is safe to say that not many days will pass without enough color to make them conspicuous.

This geranium is a willing worker, asking for no more than a little protection from the hot sun, as in a lightly shaded spot, and a little leaf mold

Pinus Mughus Compacta

Per 100
12 to 15 ins., BR.....$89.00

SHERWOOD NURSERY CO.
EVERGREENS—
Propagators & Growers
Wholesale
141 S. E. 65th Ave., PORTLAND 16, ORE.

LINERS AND ROSES

Operating under new ownership and management, we have under way a long-range program for producing a complete line of highest-quality nursery stock to serve your needs.

Although our supply of finished stock for the coming season is very limited, we will have for fall and spring delivery a large selection of ornamental rooted cuttings, transplants and potted liners. Prepared, packed and shipped as you direct.

We will also have a good selection of fine Oregon-grown roses.

MOUNTAIN VIEW FLORAL NURSERIES
Rt. 2, Box 384 Troutdale, Ore.

PELARGONIUMS

Custom Grown for
California Nurserymen

Any variety, any size, any delivery time! Write NOW for details and prices.

Birchlane Farm
275 Locust Ave. San Rafael, Calif.

7000 SAGE PLANTS

1-year-old.
15c each; $12.50 per 100, plus shipping costs.

B. K. JOURNEY
Route 2, Box 317 Springfield, Ore.

Order Christmas Trees and Holly now for 1947. Christmas Trees all heights. Douglas, Silver and Silver-tipped Fir, English and French Holly, all good quality.

CORNWELL CHRISTMAS TREE CO.
2135 N.E. 39th Ave. Tel.: TR. 5277
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HAS HIS OWN NURSERY NOW

"I purchased 15 acres of ground . . . am building a greenhouse. I intend to develop a nursery for my son and myself. I am your enthusiastic graduate."

—W. P. Neyer, Pa.

● Many a man has moved to higher places, has become a more valuable employee—with this practical, 8 to 12 months' home study course. Nursery owners whose men know landscaping increase their services to the public—**and** their profits.

45 printed and beautifully illustrated lessons—landscape gardening, designing landscaping of homes, estates, parks, cemeteries, etc. Continuous free consultative service. 31st year. Students throughout the world. Write for booklet today.

Francis A. Robinson, president, is a partner of Robinson & Parnham, member of American Association of Nurserymen; in active professional landscape practice for 36 years.

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TO START YOUR OWN BUSINESS
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A thorough interesting home training covering your regional conditions for both those who wish to become LANDSCAPERS, DESIGNERS and GARDENERS, and those who wish to learn for their own use and pleasure.

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Nurserymen from Maine to California are using this training to upgrade employees. It may be of help to your organization.

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We aim to please with quality stock.

John Holmason & Sons, Props.

THE NURSERY MANUAL
By L. H. Bailey

Describes methods of propagation and lists plants with practice for each.

470 pages.

Price, **$3.50**

AMERICAN NURSERYMAN
343 So. Dearborn St. Chicago 4, Ill.

in its diet, although it usually seems satisfied with whatever it is offered, be it light or heavy. Its height, a foot to eighteen inches, fits it for many garden roles, the most unusual for a hardy geranium being that of a cut flower. Experience shows that the flowers are not only quite long lasting, but the clear shade of rose is acceptable to most makers of flower arrangements for the interior of their homes. May I suggest that you call this to your clients' attention when you offer them this geranium. It comes quite readily from seeds, which are sometimes offered in this country and are usually available in Europe.

PLANT REGISTRATION.

[Concluded from page 22.]

fit all members of the A. A. N., since all would receive prompt official notice of plant introductions with adequate descriptions. Each would have equal opportunity to add new plants to his list and participate in meeting the public demand for them. The introducers should benefit from the chance for thorough distribution. The industry as a whole should gain by tying up its everyday public relations with the enormous consumer interest in new varieties.

The cooperation of members who will have plants to introduce is essential to the success of this program. The committee believes this cooperation may be counted upon, as is indicated by the experience of other associations. Members will be influenced by the knowledge that registration under the A. A. N. will be of great value to themselves and the industry, and that it will be under friendly and reasonable control.

DONALD D. HOOVER has recently become a partner in the Kerr-Langen Seed Co. of San Mateo, Cal. Before his service in the army, during which time he attained the rank of lieutenant colonel, Mr. Hoover had been in the seed business for nine years.

ARP NURSERY CO., Tyler, Tex., gave a barbecue July 4 for its employees. L. B. Dean, Clark Kidd and L. A. Dean, partners in the firm, were in charge of preparations for the 200 persons, including employees' families, who attended. Arp's newly uniformed colored nine played a double-header baseball game on the nursery's diamond. The buffet luncheon was served at the company's packinghouse, site of the $50,000 cold-storage unit under construction.

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THE WEST'S FINEST LINING-OUT STOCK
AZALEAS
CAMELLIAS CONIFERS
BROAD-LEAVED ORNAMENTALS
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NURSERY PACKING

Wood Feathers (Baled Red Cedar Shavings) are valuable to use when packing bare roots or deciduous stock for shipment because of their large moisture-absorbing capacity. Will keep roots moist in transit or storage. The most economical of packing materials and the easiest to use.

Wood Feathers
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BALED SHINGLE TOW
(CEDAR SHAVINGS)
WM. A. JOHNSTON
408 Postal Bldg., Portland 4, Ore.

CLASSIFIED ADS

25 cents per line.

Minimum order, $2.00.

BERRY PLANTS

POT-GROWN STRAWBERRY PLANTS
Will bear next spring. Varieties, June-bearing: Big Joe, Blakemore, Catskill, Chesapeake, Dorsett, Fairfax, Maytime, Midland, Starbright, $9.00 per 100. Everbearers: Gem, Gemzata, Streamliner, Mastadon, $10.00 per 100. Shipping now. Compare our prices.
WARREN SHINN, Woodbury, N. J.

ROCKHILL 26 (WAYZATA)
The very best everbearing Strawberries, true-to-name runner plants, doubly inspected. September or April delivery, $6.00 per 100 or $16.00 per 300, prepaid.
W. A. BENTS NURSERIES
Fruit Specialists
Cresco, Iowa

CULTIVATED BLUEBERRY PLANTS
Big demand for Cultivated Blueberry plants this fall. New Jersey is the home of blueberries. Send for list of varieties. Place your order early.
WARREN SHINN, Woodbury, N. J.

BULBS and TUBERS

FALL CLEARANCE OF QUALITY IRIS
Following at $1.50 per 10: Asia, Ambassadeur, Autumn King, Baldwin, Clara Noyes, Crystal Beauty, Dolly Madison, El Capitan, Eloise Lapham, Euphony, Eleanor Roosevelt, Golden Flare, Indian Chief, King Tut, King Juba, Loreley, Mother of Pearl, Midgard, M. A. Porter, Melchior, Paulette, Persia, Pluie D'Or, Rameses, Souv. de Mme. Gaudichau, Selene, The Black Douglas, Ultra, Zaharoon.
Following at $2.00 per 10: Alta California, Blue Velvet, Black Wings, Depute Nomblot, Dymia, Dauntless, Eros, Frieda Mohr, Grace Sturtevant, Golden Bow, Jean Cayeux, Mrs. A. S. Horst, Nene, Picador, Pink Satin, Pink Opal, Rosy Wings, Red Dominion, Sensation, True Charm, Venus de Milo.
Following at $2.50 per 10: Happy Days, Los Angeles, Michelangelo, Purissima.
Mixed unlabeled Iris, $8.00 per 100; at least 10 different varieties in each hundred lot.
All Iris shipped express collect.
DARE'S GARDENS
15379 Chatham Detroit 23, Mich.

IRIS
Priced per 100; 25 at same rate. Labeled Apricot Glow, Serenite, $12.00. Blue June, Blue Monarch, Helen Field Fischer, Jean Cayeux, $15.00. Rosy Wings, $20.00. Coronet, $25.00.
SHEYENNE GARDENS
Fargo, N. D.

EVERGREENS

CAMELLIAS
For fall shipment quantity orders only, 25 per cent deposit will reserve your order. Order NOW for choice selection.
STANDARD CAMELLIAS, such as Chandleri Elegans, Pink Perfection, Cameo Pink, Monarch, Sarah Frost, Gloire de Nantes, Prof. Sargent, Abby Wilder, Jarvis Red, Pope Pius, etc.

	Roots dipped in mud.	In pots.
12 to 18 ins.	$1.25	$1.75

Rooted cuttings, $25.00 per 100.
RARE CAMELLIAS, such as Debutante, Purple Dawn, Lee's Pink, Kumasaka variegated, Nagasaka, Alba Superba, Gigantea, Victor Emanuel, Laurel Leaf, Col. Firey, Gov. Mouton, St. Elmo, Glen 40, Margharita Caleonie, Lady Van Slitard, Rev. John Bennett, Mme. de Strekaloff, Woodville Red, Pink Ball, Purity, Ethlington White, Snow Drift, Rose Dawn, Daikagura, etc.

	Roots dipped in mud.	In pots.
12 to 18 ins.	$2.25	$2.75

Rooted cuttings, $45.00 per 100.
Check with order, please.
NATIONAL NURSERIES
Dept. 26 Biloxi, Miss.

HEMLOCK LINERS

	Per 100	Per 1000
Canadian Hemlocks		
4300 6 to 9 ins., X	$15.00	$110.00
3200 9 to 12 ins., X	25.00	195.00
300 10 to 12 ins., X	26.00	.....

95 per cent of above, single tops. No packing charges. Shipped when wanted, prepaid. Can be inspected by appointment. Cash with order.
We want 5000 Pfitzers, 10 to 12 ins., X.
WHERRY'S NURSERIES
Phone 9-F-2 St. Marys, W. Va.

BARGAIN!
700 Pfitzer Junipers, 18-in. spread or more, $800.00 for all cash. Dig your own.
A. G. HEISE, 2730 Carpenter Rd. (US 23), Ann Arbor, Mich. Telephone: 257702.

We are booking orders for fall and spring on the following varieties of Rooted Evergreen Cuttings: Pfitzer, Hetzi, Andorra, Savin, Irish, Canadian, Excelsa Stricta, Squamata, Meyeri, Scopulorum, Canaerti and Vir. Glauca Junipers; Retinospora Plumosa Aurea; Pyramidal, Globe, Siberian, Gigantea and Geo. Peabody Golden Arborvitaes; Canadensis, Hicksi, Brevifolia and Cuspidata Taxus. Pleased to quote on your complete requirements.
The following for immediate shipment:

	Per 100
Retinospora Plumosa Aurea	$10.00
Andorra Juniper	10.00
Savin Juniper	12.00

Subject to being unsold.
WELLS M. DODDS & SONS
North Rose, N. Y.

AZALEAS
Quantity orders, $5.00 minimum.
Indica or large type: Fisher Pink, Pride of Mobile, Pride of Dorkin, Elegans:

	Roots dipped in mud.	4-inch pots.
10 to 15 ins.	$0.50	$0.75
6 to 10 ins.	.30	.50

Dwarf or Kurume Azaleas: Hinodegiri, Coral Bells, Salmon Beauty, Hexe, Snow:

5 to 8 ins.	$0.50	$0.75

Check with order.
NATIONAL NURSERIES
Dept. 26 Biloxi, Miss.

LINING-OUT STOCK

	Per 100	Per 1000
Pachysandra Terminalis	$ 4.00	$ 40.00
Red Jap. Maple, pot gr., grafts	75.00	.....
Andromeda Jap., pot gr., R.C.	25.00	200.00
Taxus Cuspidata, 1-yr. bedded	15.00	125.00
Taxus Capitata, 1-yr. bedded	25.00	.....
Taxus Hicksi, 1-yr. bedded	15.00	125.00
Taxus Hatfieldi, 1-yr. bedded	17.50	150.00
Taxus Brevifolia, 1-yr. bedded	20.00	.....
Tsuga Canadensis, 2-yr. tr.	7.00	60.00

Complete list of liners, including Azaleas, Rhododendrons, etc., on demand.
VERKADE'S NURSERIES, Wayne, N. J.

FINISHED EVERGREENS

		ea.	Per 100
Juniper, Sabina,			
18 to 24 ins.,	B&B	$2.50	$200.00
Juniper, Andorra,			
18 to 24 ins.,	B&B	2.50	200.00
White Spruce, 2½ to 3 ft.,	B&B	2.50	200.00
Mugho Pine, 15 to 18 ins.,	B&B	2.00	175.00
Boxwood, hardy,			
10 by 10 ins.,	B&B	1.50	125.00

All plants are very nice and compact, you will like them. Order now for Fall planting.
BEVERLY NURSERIES
Maysville Rd. Ft. Wayne, Ind.

NEW INTRODUCTION
AZALEA HINO-CRIMSON
Showy, clean, crimson-red, nonfading flower. Large, glossy, dark green foliage. Excellent forcer. A cross between Hinodegiri and Amoena and hardier than Hinodegiri. Ask for color photo. From 2¼-in. pots, $25.00 per 100; limit, 250. Cash with order.
JOHN VERMEULEN & SON, INC.
Westbury, L. I., N. Y.

LINING-OUT EVERGREENS

	ea.	Per 100
Taxus Cuspidata		
3-in. pots, 2-yr.	$0.30	$275.00
Taxus Hicksi		
3-in. pots, 2-yr.	.25	225.00

These plants are nice and ready for field. Immediate or fall delivery.
Cash, please.
BEVERLY NURSERIES
Maysville Rd. Ft. Wayne, Ind.

GARDENIAS, Hadley and Veitchi
Quantity orders.

	Roots dipped in mud.	4-inch pots.
10 to 15 ins.	$0.50	$0.75
8 to 10 ins.	.30	.50
4 to 8 ins.	.20	.50

Check with order.
NATIONAL NURSERIES
Dept. 26 Biloxi, Miss.

DEALERS ATTENTION!
Gardenias and Ericoides are both quick sellers. Can furnish B&B, 75c each, in truckloads at nursery.
Gardenias, 18 to 24 ins., bushy.
Ericoides, 2½ to 3 ft., fine specimens.
WATSON NURSERY
Monticello, Florida

NORWAY SPRUCE
Over 3000 for Christmas Trees, or many can be used as Ornamentals or Windbreaks. Look them over and make an offer.
PRATT NURSERY
U. S. 20 East Elkhart, Ind.

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GYPSOPHILA BRISTOL FAIRY

	Per 100	Per 1000
Grafted, 2-in. pots	$20.00	$180.00
Grafted, 3-in. pots	28.00	250.00
DELPHINIUM BELLADONNA IMPROVED		
Field seedlings	2.50	15.00
1-yr. field seedlings	3.50	30.00
2-in. pots	6.00	55.00
PACIFIC HYBRID DELPHINIUM		
2-in pots	8.00	75.00

Send for trade list.
STRATFORD GARDENS, Delaware, Ohio

PEONIES

	Per 10	Per 100	Per 1000
Alexandre Dumas	$ 3.00	$ 27.00	$250.00
Candidissima	4.00	35.00	300.00
Chestine Gowdy	10.00	85.00	600.00
Edulis Superba	3.00	27.00	250.00
Festiva Maxima	3.00	27.00	250.00
Karl Rosefield	7.50	60.00	500.00
Lady Lenora Bramwell	3.00	27.00	250.00
L'Eclatante	7.50	60.00	500.00
Mme. Jules Dessert	10.00	125.00	.....
Mons. Jules Elie	6.00	55.00	500.00
Reine Hortense	6.00	55.00	500.00
Sarah Bernhardt	6.00	55.00	500.00
Queen Victoria	3.00	27.00	250.00
Peonies According to color:			
White and Pink	3.00	25.00	230.00

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AJUGA GENEVENSIS, excellent evergreen ground cover, hardy, blossom resembles small delphinium, 6 ins. high, mass of blue in May, 2-year plants, $4.00 per 100.
LONGMEADOW NURSERIES
15 Parkside Longmeadow, Mass.

HARDY CHRYSANTHEMUMS
Send for our 1947 catalog.
Cultural notes on cut flowers and pot plants.
C. C. BREECE
Rt. 2, Delaware, Ohio

Send us your perennial want list.
Perennial price list now available.
VITTNER'S GARDENS
Manchester, Conn.
Perennial Growers

PEONIES, IRIS and HEMEROCALLIS in wholesale lots. Reasonably priced. List on request. MISSION GARDENS, Techny, Ill.

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PEACH PITS, southern-collected; high germination, $3.00 per bu. Fruit trees, shrubs.
RIVERDALE NURSERIES, Riverdale, Ga.

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LILACS, French Hybrids and Standard varieties. One-year grafts, best flowering varieties, $25.00 per 100, $225.00 per 1000.
DEERFIELD NURSERIES
Deerfield Street P. O., N. J.

VEGETABLE PLANTS

CHIVE PLANTS
Florists now getting ready to pot Chives for greenhouse business during the winter. $5.00 per 100; $40.00 per 1000. Ship now, also later.
WARREN SHINN, Woodbury, N. J.

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PROPAGATING KITS FOR GROWERS
Again available for propagating benches in the following units complete with soil thermostat, pilot lamp, all-glass thermometer, and long-life HEATSUM CABLE, the product of 13 yrs'. research in our greenhouses.

Unit	Sq. Ft. Heated	Wattage	Voltage	Length & No units	Price
"A"	20	200	120	1— 60 ft.	$14.95
"B"	40	400	120	2— 60 ft.	18.85
"C"	60	600	120	3— 60 ft.	23.50
"D"	80	800	120	4— 60 ft.	27.65
"E"	150	1500	120	1— 500 ft.	32.70
"F"	300	3000	240	1—1000 ft.	52.50

For Stainless Steel instead of glass soil thermometer with any of the above kits, add $2.75.
Stainless Steel Soil Thermometer $4.75.
All prices F.O.B., Seattle.
L. N. ROBERSON CO.
1539 East 103rd St. Seattle 55, Wash.

KNOCK-DOWN FLATS
Made from a good grade of Southern Yellow Pine, since Cypress is not available. Standard specifications, inside measurements.

16x12x2¾	$16.25 per 100
16x14x3¾	20.50 per 100
20x14x2¾	20.00 per 100
20x14x3¾	23.00 per 100
22¾x15x2¾	22.00 per 100
22¾x15x3¾	25.00 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham.
We are manufacturers, not jobbers. Freight to any point is a small item per Flat. Our Flats are the best. Why pay more? Our quality guaranteed. Prompt shipment, any quantity. Attach check to order.
HIGHTOWER BOX & TANK CO.
Birmingham, Ala.

GIBRALTER Frost Covers pay for themselves. Economical, long-lasting, ideal for windbreaks, 6 ft. wide; 50 ft., $13.75; 100 ft., $26.00; 150 ft., $39.00. NEW AMSTERDAM IMPORT, 122 Chambers St., New York 7, N.Y.

SEED STORE FIXTURES
Bins, Cabinets.
WALKERBILT
Penn Yan, N. Y.

FINE-SCREENED DOMESTIC PEAT.
Acid pH 4-8. Some Nitrogen.
Our peat is excellent for lawns, coldframes, perennial seedbeds and preparing soil for evergreen and shrubbery plantings.

	Per 2-bu. bag
1 to 4 bags	$2.00
5 to 24 bags	1.00
25 to 49 bags	.95
50 to 100 bags	.90

Write for price on bulk carload. We ship same day order is received. Order early. Cash, please.
HAASE BROS.
2516 California Ave. P. O. Box 386
Peoria, Ill.

PROFIT WITH PERF-O-RAIN.
Rain when you want it—Low pressure—Rectangular strip watered—No overlap—No sprinkler heads or other gadgets—Portable lightweight pipe—Long life. Write for free folder. W. R. AMES COMPANY OF FLORIDA, 3905 E. Broadway, Tampa 5, Florida, or W. R. AMES COMPANY, 150 Hooper St., San Francisco 7, Cal.

SPHAGNUM MOSS
Wisconsin's Quality Sphagnum Moss
Clean, long-fibered, solidly packed in burlapped or wired bales of standard size.
None better.
Trucked when feasible.
WARRENS MOSS CO., Box 7, Warrens, Wis.

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Letterheads, billheads, statements, cards, envelopes, tags, blotters, folders, catalogs, samples. Send copy for estimate.
J. GARLAND HILL, Dept. A, Seaford, Del.

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TRADE BOOKS.
SPRAY CHEMICALS AND APPLICATION EQUIPMENT,
by J. A. McClintock and Wayne B. Fisher, $4.00.
PROPAGATION OF HORTICULTURAL PLANTS,
by G. W. Adriance and F. R. Brison, $3.25.
These books may be obtained, postpaid, at the publishers' prices indicated, from
AMERICAN NURSERYMAN
343 South Dearborn Chicago 4, Ill.

NEW YORK GROUP VISITS CURTIS NURSERIES.

Favored by a break in the weather, some three dozen members of the Eastern New York Nurserymen's Association traveled an average distance of eighty miles to an outing and steak dinner June 26 at the nurseries of the Charles G. Curtis Co., which straddle the state line between New York and Pennsylvania at Callicoon, N. Y., on the Delaware river. The day was perfect. Laurel was in bloom everywhere. A table was set in a hemlock grove, in a natural open-air theater with a backdrop of Rhododendron maximum.

After dinner, which was provided by Mrs. Valleau C. Curtis and a group of Callicoon ladies, the guests wandered off in groups through the hills and woods, through natural stands and planted blocks of mountain laurels and rhododendrons and through bottomland nursery fields planted mostly with native materials. There was no set schedule and no business meeting—the day was given over to relaxation in the fragrant countryside.

Head of the Curtis clan is Charles G. Curtis, widely known for his genial nature and for his model T Ford of 1923 vintage. He stems from a line of pioneer yankees who have been active in Sullivan county for four generations as land agents, businessmen and holders of public office. About 1912, at which time he was postmaster at Callicoon, Mr. Curtis became interested in the collecting and shipping of Rhododendron maximum. By keen foresight he acquired several hundred acres of north-exposure slopes and adjoining bottomlands, on which he later established his nurseries.

Mr. Curtis' first customer was Windsor H. Wyman, father of Donald and Richard Wyman, well known New England nurserymen. The fact that at that time hundreds of carloads of rhododendron, kalmia and hemlock were being planted on the Duke estate at Somerville, N. J., added impetus to his business venture.

Being a pioneer in his line, Mr. Curtis worked out many original digging and packing methods, implements, grading and pricing standards. He exchanged experiences and discussed problems of the trade with the late William K. LaBar, of Stroudsburg, Pa., who was also active in this line at an early time. The two men became close friends.

The collecting business was gradually expanded to include the growing of the same line of native materials.

Charles Curtis' son, Valleau C. Curtis, graduated in 1925 from the New York State College of Forestry at Syracuse and has since been active in the management of the business. The other members of the firm are Mrs. C. G. Curtis, who assisted Mr. Curtis in the pioneer days, and their daughter, Edith H. Curtis, who, for several years prior to her entry into the business, was a collector of wild flowers.

William Godding, Sec'y.

A. A. N. COMMITTEE REPORTS.

[Concluded from page 22.]

commodate every shipping need of the nursery industry.

There were scattered complaints regarding commercial for-hire truck transport of nursery stock. Some concerns refused to accept nursery stock as lading, although there is legally no authorization for any trucking concern to refuse to haul it. According to the American Trucking Association, trucking concerns report the experience that nursery stock, particularly B&B stock, constitutes what is called "bad" freight, so that when asked to transport it, concerns often report no space available.

The outlook for the coming year is favorable if freight car manufacturers can speed up production and delivery, which in turn depends upon the availability of raw materials and the absence of strikes, and if there is cooperation with the carriers in speeding up car loading and unloading, proper packing and packaging methods are used and cars are requested only when needed.

Quarantine.

Last July the "Nursery Stock Shipping Manual" was brought up to date, giving all the requirements to be met in order to comply with all state quarantines, and copies have been distributed to all A. A. N. members, according to A. F. Meehan, chief advisor on the quarantine committee.

During the past year a peach quarantine was promulgated in Colorado. California imposed quarantines relating to the Dutch elm disease and to the phloem necrosis disease of elm. Nursery stock was included in a revised Tennessee sweet potato weevil quarantine, to which the association is objecting. Proposals for the modification of the federal wheat stem rust quarantine have been made.

U. S. Chamber of Commerce.

Two referenda were submitted to the organizational members of the United States Chamber of Commerce, in which the A. A. N. has six votes, according to Owen G. Wood, counselor. On one the A. A. N. did not vote. It cast an affirmative vote on the referendum pertaining to the fair labor standards act, asking that it be revised so as to remove uncertainties. With the passage of the portal-to-portal bill some of the urgent changes have been adopted.

ROY J. JOHNSON has started a nursery and greenhouse business at Wilmer, Ala.

J. O. AND HAZEL CROOKER have opened a greenhouse at 207 Hearne avenue, Lees Summit, Mo., and expect to add nursery stock and cut flowers later.

HAVING suspended business during the war, business operations have been resumed by the Skokut Greenhouses and Floral Hill Gardens, both operated at Monongahela, Pa., by Bernice Skokut.

ANDREW L. WINTHER, owner and manager of the Home Nursery, Osage, Ia., has sold the business to his assistant, Alver Dahlen. Mr. Winther has owned the nursery for twenty years, and Mr. Dahlen has been with him for the past twelve years.

Oklahoma Meeting

By Thelma Hall Quast

The summer meeting of the Oklahoma Nurserymen's Association, held at Tulsa, June 26 and 27, was highlighted by several speeches, an old-fashioned barbecue and a tour of Tulsa gardens.

Following registration Thursday morning at the Hotel Tulsa, a short business meeting was held, with President J. E. Davis, Tahlequah, presiding. An address of welcome was given by C. A. Border, secretary of the Tulsa chamber of commerce, following which J. C. Garrett, extension landscape architect at Oklahoma A. & M. College, Stillwater, explained "How the Extension Division Helps in the Improvement of Farm Homes and Orchards."

Of prime interest on the first day's program was a talk by Prof. F. B. Cross, head of the department of horticulture at Oklahoma A. & M. College, on pecans, which Dr. Cross regards as the most important tree product in the state. In tracing what has been happening in the pecan industry here, he said that the interest in mechanical means of extracting the kernels has grown rapidly during the past few years and that machinery is now available not only to commercial growers of cracking plants but also to individual growers. Discussing planting and growing, Dr. Cross said that the best time to transplant pecan trees is in the spring, just before growth begins; that is, in February or March. As a method of transplanting he suggested digging a hole with a post-hole digger, deep enough to allow plenty of room for the long tap root which is characteristic of the pecan, and filling in around the tree without packing down the soil too much. Trees should be spaced sixty feet apart if they are to have adequate room. Filler trees may be planted between the rows, apple trees being satisfactory for that purpose.

Arthur F. Truax, Tulsa, past president of the American Rose Society and an executive of a Tulsa oil company, who grows roses as a hobby, gave an up-to-the-minute talk on "More Roses for Every City and Country Home." Mr. Truax, was one of the original planners of Tulsa's famous rose garden in Woodward park and an adviser on the board. He talked about new varieties and new methods of handling roses.

The conclusion of the first day's program was an old-fashioned barbecue, with the Tulsa nurserymen acting as hosts. Mario Sanseverino, manager of the O. K. Gardens Nursery & Landscape Co., Tulsa, who was in charge of the food, purchased a whole beef and had it barbecued over an open pit in real southern style. Other committees planned games, contests and entertainment designed to make the visitors feel that this was the finest convention yet held.

Friday's session opened with a brief business meeting, at which Max Pfaender, secretary-treasurer, of Oklahoma City, brought up the subject of aid to the town of Woodward, Okla., almost destroyed by a tornado in April. Mr. Pfaender moved that the association sponsor a tree-planting program. "We should plan a definite program," he said, "so that whole streets would be planted in elms, or hackberries or what have you, instead of everything being all mixed in no particular landscaping scheme. Since a good many of the trees planted will have to be replaced when they fail to survive, I suggest that we plan to maintain the program for two years, or else much of our time and many of our trees will be wasted." He recommended severe top-pruning of trees one-inch and larger to aid survival and reduce the costs of transportation.

It was voted that all nurserymen having a plentiful supply of trees send a list of the trees and their lowest 100-lot cost price to radio station WTKY at Oklahoma City, which is taking a leading part in the rebuilding of the city.

Budwood certification was discussed from a historical standpoint by Dr. K. Star Chester, professor of plant pathology at Oklahoma A. & M. College, and from the standpoint of expediency, by Clyde Bowers, chief nursery inspector for the department of agriculture, Oklahoma City.

A surprising statement made by Dr. Chester was that of fifty-four known stone-fruit viruses in this country, twenty-nine are to be found on the west coast, California having fifteen and Washington and Oregon, seven each. Twenty-two are found in the northern and northeastern states and adjacent to Canada—Michigan has eight, New York, six, and only three are found in the south

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and southwest. Only one of these three, which are peach mosaic, peach rosette and phoney peach, is of any importance in Oklahoma. That is peach mosaic, which, according to Mr. Bowers, is being controlled, but not eradicated.

"Naturally, the question arises," said Dr. Chester, "as to why there are no more viruses here than there are. The answer is simple. Six out of eight can be killed in the tree by the ordinary heat of an Oklahoma summer day. They are unable to exist in the hot summer temperatures."

Dr. Chester suggested that growers in other parts of the country probably would profit by sending to Oklahoma for stock, instead of spending money and time in producing disease-free stock in virus-ridden sections. He was of the opinion that certification with indexing in Oklahoma is pathologically unnecessary, but if certification must be adopted to avoid quarantine or embargo penalties, there is a precedent for a system based largely or entirely on a thorough inspection of the budwood source at least twice a year.

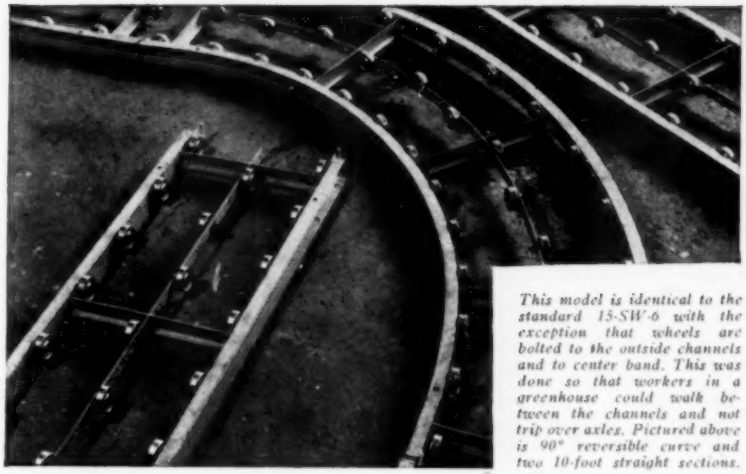
"It is up to us to write a program of certification to fit our needs, just as the other states are doing," he said.

During Mr. Bowers' talk, which became a question and answer period, C. E. Garee, of the Noble Nursery, Noble, suggested keeping a supply of budwood by cutting budwood trees down to stumps in the early spring and allowing them to grow new sprouts.

It was suggested by James Parker, of the Parker Nursery & Orchard Co., Tecumseh; J. Frank Sneed, of the Sneed Nursery Co., Oklahoma City; Mario Sanseverino, of the O. K. Gardens Nursery & Landscape Co., Tulsa, and others that the college at Stillwater furnish nurserymen with clean buds. Dr. Chester replied, "We can go along with you on any program you plan."

President Davis appointed Mr. Garee, Mr. Parker, Mr. Sneed and Benjamin Davis as a committee to work with the college on the program.

Oklahoma nurserymen smart every year under the existing law which taxes them for their nursery stock and allows stock in the farmer's field to go tax-free. Since most of the nurserymen's stock must be 4 years old before it is marketable, the nurserymen maintain they are taxed four times for the same stock and that does not seem to them to be quite fair. Discussion of this problem resulted in a decision that legislators be informed that nurserymen



This model is identical to the standard 15-SW-6 with the exception that wheels are bolted to the outside channels and to center band. This was done so that workers in a greenhouse could walk between the channels and not trip over axles. Pictured above is 90° reversible curve and two 10-foot straight sections.

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Ottawa, Kansas

disapprove of the law and demand relief. Several men made voluntary cash contributions for the financing of a lobby at the capitol.

Mr. Bowers completed the morning's program with a talk on "New Developments in Pest Control in Nurseries," citing weed killers and soil sterilization for nematodes. He mentioned the troubles to which plants are heir and suggested remedies for all, stressing especially the virtues of a new insecticide known as hexaethyl tetraphosphate, DDT, BHC and 1068.

He pointed out that nurserymen, equipped to spray their own trees, might canvass entire blocks in town for orders to spray the trees and bushes in back yards. This could easily become a good source of income. And a good selling point is that if DDT is used, there will be no flies or mosquitoes left."

Concluding the convention program was a tour of the city, under the leadership of Phillip Thomas, of Thomas Landscape & Nursery Co., Tulsa, vice-president of the association. First stop on the itinerary was the rose garden at Woodward park. This was followed by trips through the gardens of Philbrook Art Museum, formerly the home of Waite Phillips, wealthy Tulsa oil man, and the spacious grounds of the Walter Helmerich estate, rich in springs feeding a little stream used for fishing and boating. Enticing woodlands and rocky nooks look like a scene from the Ozarks, but were created of rocks hauled from Red Fork, a few miles away, under the supervision of a Tulsa nurseryman.

SECRETARY'S REPORT.

[Continued from page 20.]

and regional plant boards continues on the high plane of former years. Your secretary has met this past year with the National, Central and Western plant boards, was invited to speak to the Southern Plant Board at New Orleans last week, but had to be in Boston instead, and was unable, because of previous commitments, to meet with the Eastern Plant Board.

We have naturally continued our cooperation with state associations of nurserymen in every way possible. We have been called to assist in five states on taxation matters, in one on lien laws and in many on association organization and management and miscellaneous subjects. It is from our cooperation with state associations that grew the idea of holding annually a meeting of secretaries of local, state and regional associations to swap experiences for the betterment of trade association management on these levels.

Cooperation with Ourselves.

So much for our cooperation with other organizations. What about cooperation with ourselves?

For the purpose of progressing annually toward the basic objectives of the association as set forth by our articles of incorporation, we have set up in our bylaws eleven standing committees. The objective of these committees and the obligation of your elected officers and your secretary is to carry forward the activities and to support the policies of the association so as to add to the prestige of the association and its members, to make our business more profitable and to advance the nursery industry in the public esteem.

Implied in the last objective is the most important of all; namely, that the activities of the association must be in the public interest. Associations whose activities are not in the public interest do not long survive.

The Washington office has cooperated fully, we believe, with all these standing committees and certainly these committees have cooperated with the Washington office. As is always the case, some committees have failed to function, largely due

WANT ADS

Help and Situation Wanted and For Sale advertisements.

Display: 83.00 per inch, each insertion. **Liners: 25c** line; minimum order **82.00**

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At Phoenix, Arizona, a going wholesale nursery established 1930; average gross $32,000.00 per year; priced at $70,000.00 including $18,000.00 stock.

STERLING HEBBARD
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R. E. WALLACE
Telephone: Greenwood 1720 Apponaug, R. I.

FOR SALE

Highly profitable landscape business, together with established nursery of 10 acres of finest young stock, equipment and modern residence, with 30 acres of finest land for expansion. An opportunity rarely offered. Address Box 503, care of American Nurseryman.

SITUATION WANTED

Skilled propagator, pomologist, U.S.D.A. experience, seeks position with established nursery or industry. Substantial background in nut-culture and some contact with topical species. Address:

W. SLICK
1613 Bedford Pike Johnstown, Pa.

FOR SALE—Nursery; 35 miles south of Chicago Loop, on highway 54; approximately 29 acres; variety of trees and shrubs. Address Box 497, care of American Nurseryman.

FOR SALE—Nursery, $55,000. 5 acres evergreens; 7 acres trees; 29 other acres; heavy soil; orchard; 11-room house; 3-car garage; shop; near Twin Cities, on busy U. S. highway 212. HUDSON NURSERY, R. 1, Hopkins, Minn.

PARTNER WANTED

Man in his 30's, who understands and is able to carry on an established nursery and tree surgery business. Present location, 11 years. Profit of $10,000.00 to $15,000.00 yearly easily possible. From $7,500.00 to $10,000.00 investment required. Due to other interests present owner cannot handle properly. Located in the finest agricultural section in the nation. Give full information and references in first letter. Address Box 504, care of American Nurseryman.

HELP WANTED

Landscape architect or college graduate in nursery field with some designing and with practical experience. Must be able to estimate, sell and supervise planting and construction. We are well established and have a large clientele. We are located in the central part of Ohio. Address Box 508, care of American Nurseryman.

HELP WANTED

Wanted, foreman for tree service work with not less than 3 years' field experience. Must be able to handle 3 to 4-man crew in cabling, bracing, pruning, spraying, surgery, feeding and tree-moving. Opportunity with established company in midwest. State qualifications and rate of pay in first letter. Address Box 507, care of American Nurseryman.

SITUATION WANTED

English Horticulturist (American wife) intends taking residence in the United States. Principal for past 10 years; seeks position with a first-class firm. Write

C. B. JOHNSON, R. R. 2, Finnville, Mich.
or direct to
R. J. CROSS, Dowley Gap Nurseries, Bingley Yorkshire, England.

HELP WANTED—Vet preferred; to learn tree seed collection and extraction and seedling production. On-the-job training; salary, share or bonus basis. Equity in business possible after proving ability. HARRY P. RIGDON, Stillwater, Okla.

HELP WANTED — Landscape nursery salesman for well established nursery in middle Tennessee. Generous commission basis; references required. Good opportunity for right man. Address Box 506, care of American Nurseryman.

WANTED—Small nursery or salesyard on heavily traveled highway near large city for landscape and drive-in sales. Residence included or available. Midwest preferred. Give description and terms in first letter. Address Box 505, care of American Nurseryman.

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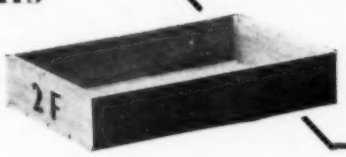

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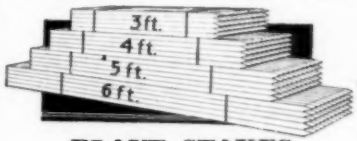
Genuine Dense Virgin

CYPRESS

The kind that lasts and lasts.

Strictly No. 1 Quality.

Arranged for 3 rows 10-in. glass. Junior 3 x 4 feet open, **$2.75**; glazed, **$5.50** each. Standard 3 x 6 feet open, **$4.16**; glazed, **$8.32** each. Standard sash have ⅝-in. galvanized steel cross bar through center.



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These stakes are made of mixed hardwoods and cypress. They are good, strong stakes and will give long service. Order by Express for quick delivery.

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18x20 D.S.,	box 20 lights	6.50

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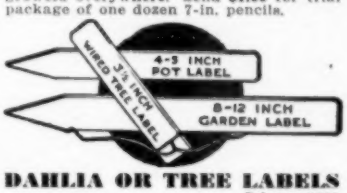

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GARDEN STAKES

Price per carton

		Plain	Painted
8x ⅞ ins.	(Ctns. 250 ea.).....	$2.00	$2.25
10x ⅞ ins.	(Ctns. 250 ea.).....	2.25	2.50
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5-gallon drums...	2.60 gal.	2.70 gal.
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to our own negligence in not clearly defining their areas of activities.

I wish to pay special tribute to those members of the national affairs committee who functioned in accordance with the requests of the legislative committee on the amendment to the plant quarantine act of 1912. This demonstration of united action on behalf of the industry was a great satisfaction to those of us in Washington who were particularly interested in this legislation.

Cooperation of the board of governors during the year in the one time when the executive committee requested cooperation on a mail ballot was almost 100 per cent. Out of a board of eighty-six, only five failed to return their ballots.

While I am speaking of the board of governors, I wish to concur in what President Jones has said about its size and its responsibilities. There was a time when the structure of the board as now constituted was undoubtedly desirable. In 1944 the board revised the bylaws, reducing the size of the board by raising the sum upon which board members were authorized. This was done at a time when the board was approaching a membership of 100.

As President Jones has indicated, the official board membership at this meeting is 101. If action had not been taken by the board in 1944, the size of the board today would have been 157 members. If the board acted wisely in 1944, it would seem wise to again give consideration to ways and means of reducing the size

of the board for efficiency in management.

Personally, I would not recommend the simple way of again raising the sum for which additional board members are authorized. I would much prefer to see action, and I think it would be sounder organization procedure, to authorize each chapter one delegate, but to endow this delegate with votes in accordance with the amount of dues paid by the active members of the chapter as now used for delegate authorization. I would also suggest that the national association in such an eventuality might well pay all the traveling expenses and a per diem to these delegates for those days spent at the convention. It would cost the A. A. N. approximately the same sum as now expended for board meetings.

What we should seek is a more efficient board. When board members make inquiry about matters clearly stated in the bylaws, it leads one to assume that they have not even read the bylaws or the proceedings of the annual meetings. How such members can intelligently serve as board members and adequately represent constituencies is too much for me to understand. Every board member, in my opinion, should be sufficiently interested in the A. A. N. to contribute his best, which he certainly cannot do if he is not familiar with our basic governing documents and with the actions of previous boards. With all due respect to the present board, and without meaning to be overly critical, the proposals made above would insure, in my opinion, a board of thirty well informed members.

There should be competition for election to such a board. Competition for seats on the board would improve the board's prestige. An appreciation of the obligation assumed is certainly lacking when, at chapter meetings, I see board members selected solely on the basis of whether or not they are going to the convention.

Chapters in many instances, I am convinced, still do not realize board members are to be elected for 2-year terms and are to be certified to the Washington office thirty days prior to the meetings. In spite of my warning last year to the board, the usual number of late certifications resulted. I am at a loss to know how to correct the situation except to offer as a solution some plan as above.

What is the experience of other trade associations in this regard? A survey of 160 trade associations, conducted by the American Trade Association Executives, indicates that eight per cent have a governing body of from five to seven members, twenty-six per cent from eight to thirteen members, thirty-three per cent from fourteen to twenty-one members, ten per cent from twenty-two to twenty-seven members, seven per cent from twenty-eight to thirty-five members and the other sixteen

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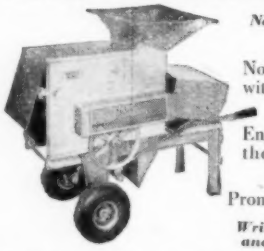

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Special Convention Offer:

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per cent have thirty-six members or over.

Specifically, the Association of General Contractors, with an organizational set-up much like ours, has 4,200 members, 101 chapters, forty-five on the governing board and twelve on its executive committee.

The American Hotel Association, with 6,200 members, has a board of governors of forty-eight, each of forty-eight affiliated state associations electing one, an executive committee of twelve, one each from twelve regions.

The International Ice Cream Manufacturers' Association, with 2,081 members, has a board of eighty-three members, thirty-two of which are appointed by state or regional affiliated groups, and an executive committee of twelve.

Our most closely allied industry, the Society of American Florists, with approximately 3,000 members, has a board of directors of seventy-five, with forty-six appointed by affiliated associations, plus twenty-nine elected delegates.

These examples are not random selections. They are selections of associations with large memberships, much larger governing bodies than average and organizational structures

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Sphagnum Peat Moss.....acid pH 4.0
Hypnum Peat Moss.....neutral 6.5 to 7.0
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We can furnish you quality peats for YOUR needs. . . . For general soil conditioning, planting, propagating, packing, mulching, top dressing and bulb storage.

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1. *Uniform in quality—dependable*
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7. *5.5 to 5.7 pH, suitable for most plants*
8. *85% to 90% organic*

Write for literature;
Correspondence on soil conditioning problems invited.

HYPER-HUMUS CO. Box 31 Newton, N. J.

somewhat similar to that of the A. A. N.

Just because we are out of line with most other trade associations does not necessarily mean we are wrong. But I cannot find any specific difference in our industry organization which could account for the wide discrepancy in board size.

President Jones has reviewed the need for the formal adoption of policies to govern your elected and appointed personnel. I personally feel the need of such policy statements probably more than your elected officials or your committee chairmen. Decisions affecting the industry or some important segment thereof sometimes have to be made in a hurry, and without a statement of general and basic policy the decision is mine and mine alone, to stand or fall as the executive committee, the board or the membership may later decide. I think this to be poor association management and consequently endorse the policy statements before the board and any others that may be offered, which will lay out the broad basic road upon which we all must travel together.

One of the most difficult and annoying matters that the secretary is requested to handle is the matter of complaints concerning the business ethics of our members. By the time the complaint is made to the secretary, the matter is too often irrevocably entangled with ill-will, making it almost impossible to effect a reconciliation between the parties to the dispute.

If the dispute involves a business transaction where $100 or more is at issue, then the secretary merely acts as the clearinghouse for information from both parties and the whole matter is turned over to the arbitration committee. Cases, however, involving less than $100 or even no money at all, are often sent to the secretary for adjudication. In such instances a diligent attempt is made to secure all pertinent information, and a suggestion to one or both parties eventually results. Several cases of this nature have been settled satisfactorily during the year.

The question is raised, however, if this is the proper procedure? The secretary has never been given any such authority, and he has entered this field of arbitration only because he feels it his duty from the association standpoint to attempt reconciliation between members. However, as is too frequently the case, the secretary in attempting to follow the dictates of his own conscience is considered to be doing the wrong thing according to the consciences of the parties in dispute.

I am not reluctant to continue in the role of arbiter and conciliator of these cases that are not subject to the consideration of the arbitration committee, but two things must be understood: (1) The complainant must be willing and able to substantiate his complaint in writing and with documented evidence and (2) the party complained against, if grieved by the complaint, must supply counterevidence also documented, if he expects to receive consideration.

No reasonable person could expect the executive committee to take disciplinary action against a member merely on the basis of a personal complaint unsubstantiated by evi-

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PEAT MOSS
98% ORGANIC Matter
WANTED — YOUR 1947 PEAT MOSS BUSINESS
Better equipped than ever to serve you. Fine dry or medium wet grades, packed in 100-pound bags or bulk cars. Samples, analysis, and rates furnished on request.
GET OUR PRICES BEFORE YOU BUY
GEORGIA PEAT MOSS CO., INC.
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PORTABLE, ALL-BRASS
CHAMPION GIVES YOU ALL-PURPOSE SPRAYING AT LOW COST
Here's ONE portable sprayer that does the work of several. Nozzle quickly adjusted to spray anything . . . up, down or sidewise . . . as fine mist or 30-foot stream:
INSECTICIDES • FUNGICIDES • OILS
DDT • WEED KILLER • WATER PAINT
No dangerous compressed air tank. Pressure pumped as needed in pressure cylinder only. 4¼-gal. tank and working parts all brass. Trouble-free, no clogging. At your dealer's or direct, $25.35 f.o.b. Detroit. Territories available for established dealers. Write for literature.
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ARIENS TILLER THE ONLY TILLER WITH...
• Full horsepower motor
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WRITE TODAY!
ARIENS COMPANY • BRILLION, WIS.

BETTER FUMIGATION
For quick, effective results use the penetrating fumigant!
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THE ANSWER TO EVERY NURSERYMAN'S DREAM!
Once You TRY IT You'll NEVER AGAIN Be Without It

GET THE "FEEL" OF
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CONSERVE THAT MOISTURE
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—Sold in 48 States and Canada—

These Plants looked identical when repotted.
Repotted April 8th — Photo May 7th

The Sweetheart of the Soil

"It rejuvenates the Earth"

Needed by Every Nurseryman, Landscape Gardener and Tree Expert in America. NOT A COMMERCIAL FERTILIZER. Put Right Around The Roots Of Trees and Plants.

REJUVENATE Your SOIL With "VITALOAM"

WARNING—Send in your order NOW to insure delivery.

A famous American nurseryman calls VITALOAM "black gold" and he recently flew from Virginia to Lancaster to compliment us personally on the creation of an outstanding product.

Use your letterhead and write for Wholesale Prices!

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dence. This is not the American nor the A. A. N. way of doing things.

Looking Ahead.

"The charge against the American system of free enterprise is an excess of individualism and a deficiency of cooperation," said the secretary of the Automobile Manufacturers' Association in Washington on April 28 of this year. This charge can be met only by resolving, individually, to make voluntary cooperation work through your trade association—not government enforced cooperation—and to submerge our individualities to such degree as is necessary if we are going to show positive results in this cooperative endeavor of trade association activities.

I wish to return now briefly to trade promotion. President Jones has related the events that lead up to the board of governors' authorization to initiate a program of trade promotion on February 1, 1947.

Since that time the Verne Burnett Organization has been engaged in making surveys and public opinion polls, and engaging in experimental publicity through various media to determine, as I see it, (1) what is our most likely and profitable market and (2) how can we best reach this market with our trade promotion ma-

RA·PID·GRO
See results IN 24 HOURS
HUSKIER PLANTS . . . that yield
BIGGER AND BETTER FLOWERS . . .
FRUITS . . . VEGETABLES . . .

PLANTS NEED FEEDING ALL SUMMER!

makes fibrous roots, healthy stock.

SELL IT TO YOUR CUSTOMERS — Saves thousands of dollars in replacements. Brings repeat business in both stock and Ra-pid-gro from satisfied customers. A real good-will ambassador.

FEED IT TO YOUR STOCK — Feed your stock while it is growing. Produces stock that will live when transplanted. Ra-pid-gro is economical, only twenty pounds to the acre.

IMMEDIATE RESULTS . . . DOUBLES GROWTH ON BUDS

Write for discounts to the trade.

RA • PID • GRO Corporation - - Dansville, N. Y.

Control Red Spider The Easy Way.

Dust with D. N. Dust No. 4

Originally developed to control European Red Mite on Apples, this has been found an excellent remedy to control Red Spiders on Evergreens. Easy to use—effective.

50-lb. bag, $6.50.

Stauffer Knapsack Duster

The finest hand duster on the market. Designed to give complete satisfaction with all types of dusts.

$28.75 each.

Feeney Hand Duster, Model N. H.

A medium-sized crank type that has been found excellent where smaller areas are to be dusted.

$16.50 each.

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terial. Without the answer to these questions, we would be rather foolish to embark upon a program whose direction we did not know. The chairman of the market development and publicity committee is reporting in detail on progress to date.

However, I wish to supplement whatever remarks he may make by again assuring our membership that we have made every effort to formulate this program on the wishes and desires of our membership. We have not failed to go to our membership for their views at every fork of the road. We have expanded our market development and publicity committee to include subcommittees from each of our six regions, with the objective of assuring proper committee consideration of any particular problem of any region, the timing of releases, etc. We have advanced slowly and cautiously in order that we might not again trip our toes on any unseen objections.

We believe we have expended the $9,000 you authorized last January to good advantage. I believe we have already received $9,000 worth of good public relations value from the surveys, polls and publicity already completed and released, in addition to the information obtained, which will serve as the basis for future activity.

One thing we must all realize and that is that single-shot publicity is wasted effort. Continuity and follow-up is what eventually pays the real dividends. It has been put this way by Robert Stone, vice-president of the National Research Bureau, in his recent book, "What Makes Direct Mail Successful": "One vitamin capsule never gave a man boundless energy," and "A full-scale follow-up campaign is the only answer to full-scale results."

As previously recalled, ten years ago saw the completion of the reorganization of this association. The impelling force was the realization that if this association failed to function for and to represent the nursery industry in Washington certainly no other organization was going to do so. Since that time and the opening of the Washington office, we have, for the most part, been on the defensive. We have opposed appropriations for the old shelterbelt nurseries; we have opposed the forest service in its efforts to expand its activities into the field of private forestry in so far as it entailed the free or subsidized production and distribution of nursery stock; we have had to fight during the war for our very existence.

It is now time we took the offensive. Like the football coach who

PEAT PRODUCTS FOR EVERY NEED

PEAT MOSS—Shredded nursery packing peat moss, also ideal for mulching.

PEAT MOSS—Granulated acid sphagnum peat moss.

GRANULATED HIGH NITROGEN HORTICULTURAL PEAT—2½ per cent nitrogen quickly available. Large amounts becoming available as plants need nitrogen.

BLACK CULTIVATED HORTICULTURAL PEAT—Used by experts for top-dressing fine bent grass, lawns and golf greens. Will not float when watered.

Shipped in bales, bags and bulk carloads. Wire or write for samples and quotations.

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FOR ACID SOIL PLANTS
RELIANCE
Azalea and Camellia SPECIAL

FOR ROSES!
Exceptionally Fine Results are obtained with this Specialty Plant Food where Roses are grown in soils having good drainage and high humus content.

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Tree Wound Dressing

Arborist Tree Wound Dressing is a scientifically prepared waterproof composition for application to tree cavities, wounds or other exposed wood of trees. It contains no coal tar, carbolineum, creosote, nor any material injurious to the cambium layer or the life of the tree.

Arborist Tree Wound Dressing possesses antiseptic and fungicidal properties, being waterproof, adhesive and elastic, giving a durable tree wound dressing which will not harm the living tissue.

	Per gal.
1-gal. can (6 in case)	$1.00
30 and 50-gal. drums	.75

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SPRAY WITH C. P. O.

Use this *Safe, Odorless, Non-Poisonous Spreader* in place of fish oil soaps and summer oils.

FOR BETTER CONTROL OF

Lace Bug	Pine Leaf Scale
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And Most Sucking Insects on Evergreens and Ornamentals

Write for information and samples and learn how you can reduce cost of nicotine sprays one-half.

Crystal Soap & Chemical Co., Inc.
Department A N
6300 State Road, Philadelphia 35, Pa.

believes that the best defense is a strong offense, so I believe. Many of the matters we have been "opposing" can be best handled by taking the offense and showing the public that this is not an industry "agin" everything, but a progressive, forward-looking industry with the public interest and its own interest one and inseparable.

If we assume the offensive through a well planned and effectively executed trade promotion program, then the industry and every member thereof will benefit, provided he himself will tie in his local efforts to whatever national program the board may adopt.

The prestige of the American Association of Nurserymen and its members will be added to; your business as members of the association will continue to prosper, and our industry will be advanced in the public esteem.

In short, if the board decides to proceed with the program, we shall by this one activity alone, if faithfully and skillfully executed, fulfill the three basic objectives of our association as set forth in our articles of incorporation. It must be the decision of the board, however, not of the executive committee.

The past year has been a pretty rugged one, and in closing these remarks, I wish to pay tribute to your elected officials who so willingly substituted for me at various winter meetings. To President Jones, Treasurer Taylor and Bjarne Loss particularly I am indebted on this score, although each of the executive committee was available when needed, even to the detriment of his own business, I am sure. To them all the association owes a debt of gratitude.

For ten years your officers and committees have built, by their own devotion to cooperative trade association service, an American Association of Nurserymen in which the industry can rightly take pride. They have done the building with the building blocks you have supplied to them. They will continue to build on the proven sound foundations laid ten years ago, provided the supply of building materials is insured to them. They cannot further build or even maintain the structure you have created for yourselves without your continuing support.

Walter Mitchell, Jr., vice-president of the Irving Trust Co. of New York, recently said: "A trade association is the ideal instrument of group leadership in the public interest. Group thinking is the first step toward that broad perspective which regards in-

AUTOMOTIVE TREE MOVERS

The above is a picture of one of our 7-foot Rocker Type Tree Movers, owned and operated by the Laur Shade Tree Service, St. Louis, Mo. The tree is a large sugar maple weighing slightly more than five tons. This is the third mover purchased from us by this company.

On short hauls it is possible to move five or six big trees within a day's time. We can use this mover as a crane to load trailers or other trucks for longer hauls.

Place your order early so that you will not be disappointed as all steel stocks are scarce and our production is limited. Write for further information.

WILLIAMS & HARVEY NURSERIES

Box 7068, Country Club Station Kansas City 2, Mo.

FOR FAST, EASY DUSTING
USE THE POWERFUL
CHAMPION
DUSTING MACHINE

Here's the duster that throws powder where it's wanted without waste—up, down, sideways, under leaves. Efficient, trouble-free dusting for

GROUND CROPS • FRUIT TREES
VINES • BERRIES

Carried like a knapsack; operating lever produces uniform flow, grinds and mixes powder. Weighs 15 lbs.; holds up to 25 lbs. Prompt delivery. $25.35 f. o. b Detroit.

See your local dealer or write

CHAMPION SPRAYER CO.
Mfrs. of Portable Sprayers and Dusters
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ATTENTION NURSERYMEN!

IMP. SOAP SPRAY

Use 1 part with 25 to 40 parts of water

Ask your nearest seedsman, or write for literature.

THE AMERICAN COLOR AND CHEMICAL CO.
176 Purchase St. Boston, Mass.

Big "RAINBOW" Sprinkler

Sprinkles areas up to 60 ft. square without having to be moved. Has 17 nozzles. Oscillates. Waters evenly. Adjustable for different size areas. Does the work of three or four ordinary sprinklers. Only $45.00, F. O. B. Detroit. Also complete irrigation equipment.

Free CIRCULAR

WHITE SHOWERS, INC.
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Dept. F. Detroit 3, Mich.

dustry's interest in terms of the national interest. Think broadly about your program in terms of the consuming public, the laboring public and the investing public. Spend the money to do a broad-gauge job for your industry. Then be sure to publicize what you have done."

The A. A. N. is attempting a broad-gauge program for the industry. We are now proposing to publicize this program. Only with the assistance of every member can this job be effectively accomplished.

LANDSCAPE REPORTS.

[Continued from page 45.]

they could get back under cover.

"There is little doubt that people are fast becoming less willing to spend their money for our type of merchandise and services, and it is highly problematical what the demand will be by fall. Personally, I think that we have seen the peak of the easy buying, and from now on it will be more of a problem of selling.

"As far as profit is concerned, it is doubtful whether there will be very much income tax to pay, as all expenses have increased tremendously without an increase in prices or volume."

Competition Foreseen.

Because merchandise formerly unavailable has returned to the market, predicts Joe Myers, of the Westover Nursery Co., University City, Mo., the nursery trade can look forward to a competitive year. He writes:

"During the season just passed, our business has been very good. The public has been a little more reluctant to buy as their sales resistance has increased, and we are assuming that nursery stock is now selling in competition with many products not available some months ago.

"The demand appeared to be for the better plants and higher-priced merchandise.

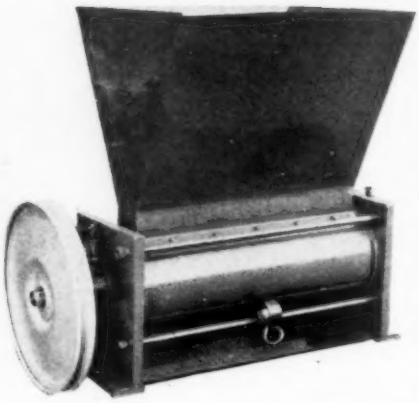
"The introduction of wage incentives has helped care for our labor problems, and we are getting more work for each dollar spent.

"Our cash-and-carry business this past spring dropped off, but landscape sales did not drop, although we had an installing problem.

"Our total sales during the month of June were the largest for the month that we ever experienced. We believe this was the result of a late season. The June sales brought our total season's sales up.

"We have spent more for sales in the way of advertising and effort, and are anticipating an increase in this trend due to the competition of other

NEW IMPROVED SEED MACERATOR



Cleans juniper berries, forest tree seeds, fruit seeds, grinds peat moss and cork.

Used with great satisfaction by the Plumfield Nurseries, Fremont, Neb.; Mount Arbor Nurseries, Shenandoah, Ia.; Jewell Nurseries, Lake City, Minn., and others.

Manufactured by

PETERSON MACHINE & SUPPLY CO., Fremont, Neb.

a complete stock of nursery twines ★ and all of the best

Need we say more? It has always been our aim, and always will be, to supply the required needs with the best twines the market has to offer.

BEGINNING IN THE NURSERY BUSINESS
50 cents per copy.
AMERICAN NURSERYMAN, 343 So. Dearborn St., Chicago 4, Ill.

PLATE BOOKS
Fine Color Lithograph Plate Books
Send for circular.
B. F. CONIGISKY
202 Main St. Peoria, Ill.

CHARLES SIZEMORE
Traffic Manager
319½ Georgia St., Louisiana, Mo.
Loss and damage claims against railroad and express companies collected.
Freight bills audited.
Past due notes and accounts collected.
Well known to the nurserymen of the country.
Reference: Bank of Louisiana.

– QUALITY –
Supplies – Equipment for
NURSERYMEN • LANDSCAPERS
Write for our Bulletins and Lists.
Schupp Florist Supply Co.
1143 Greenleaf Avenue Wilmette, Ill.

merchandise becoming available and the fact that unemployment is on an upward trend, with smaller amounts of take-home pay for the employed."

Cash-and-Carry Trade Up.

Although all types of labor are plentiful now, reports R. N. Ruedlinger, of the Ruedlinger Nursery, Minneapolis, Minn., the situation was worse during the spring season. Mr. Ruedlinger writes:

"The demand for B&B evergreens was slightly ahead of the demand last year. Because of winter injury, there was a greater demand for replacements of perennials. Shrubs, vines, hedges and shade trees decreased in demand from 1946, and the market for fruit trees and small fruits was poor.

"The labor situation was bad. With common nursery labor at $1 per hour, it was necessary to run a continuous ad in the daily papers to keep a full crew. Later the situation changed, and all types of help are more than plentiful.

"Our cash-and-carry trade was up in volume and is in demand throughout the week. In past seasons we had the bulk of this business over the week-ends only."

Rain Hinders Business.

In spite of business being reduced because of rainy weather, E. H. Niles, president of the White Elm Nursery Co., Hartland, Wis., predicts that deliveries will top those of last year. He writes:

"By persistent advertising in local papers we managed to get the best crew we have had since before the war. While most of them were green in the nursery business, the crew would have been able to handle much more business had it not been for the continuous rain and mud.

"The Milwaukee weather bureau reports some sixty-five per cent of the days during April, May and the first half of June as having rain. This not only hindered our ability to dig, but also hindered our customers' readying their ground for planting.

"In spite of this, however, our delivery total will run ahead of that of any recent year. We should have few replacements to contend with, and the stock lined out in the nursery is coming almost 100 per cent—in fact, so are the weeds!"

Summer Costs Doubled.

In spite of the adverse effects of the rainy weather, F. D. Clavey Ravinia Nurseries, Inc., reports that the retail sales reached the same volume as last spring and that the

DE-K-PRUF

STOPS ROT in Greenhouse Wood . . .

SLASHES MAINTENANCE EXPENSE

Easy to Apply by Dip, Brush or Spray

Now you can add extra life to expensive greenhouse installations . . . substantially reduce your maintenance costs. New, war-proved De-K-Pruf gives *SAFE*, low-cost, long-lasting protection against destructive mildew, mold, and borers that infest rich, moist greenhouse soil. One application as much as *triples* the life of costly woods . . . makes it practical to use *less expensive* woods for new installations.

Unlike wood treated with old-fashioned preservatives, De-K-Pruf-treated wood will not harm soil or plants. Tests by leading universities have *proved* it completely safe. De-K-Pruf penetrates deep into wood fibers and will not wash out, or leach out in sunlight. It is economical to use and easy to apply. One gallon treats approximately 400 square feet of wood. Use for *all* wood installations and *save* the money you're spending now on labor and materials for frequent replacements. Order through your supplier. Specify "De-K-Pruf Green for Wood."

DE-K-PRUF Lastingly Preserves

Cold Frames
Hot Beds
Boardwalks
Footings
Benches
Flats
Sheds . . .
any wood exposed to dampness and decay.

Use "De-K-Pruf Clear for Canvas" to preserve tarpaulins and other fabric.

Write for Descriptive Folder.

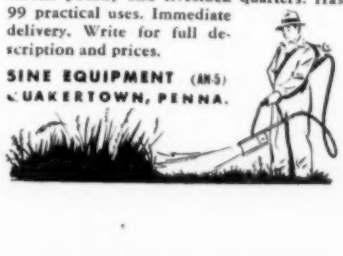
IN 1 AND 5-GALLON CANS; or 55-GAL. DRUMS

UNEXCELLED CHEMICAL CORPORATION
11 Park Place, New York 7, N. Y.

MODERN "FLAME-THROWER" KILLS WEEDS!

DEFINITELY . . . PERMANENTLY
600,000 USERS

This famous kerosene torch burns out weeds, roots, stalks, with its 2000 F. flame. Destroys insect-pests, rodents; thaws; splits rocks; disinfects poultry and livestock quarters. Has 99 practical uses. Immediate delivery. Write for full description and prices.



SINE EQUIPMENT (AN5)
QUAKERTOWN, PENNA.

HYPONeX PLANT FOOD

CLEAN—ODORLESS—SOLUBLE—POWDER

USE HYPONEX to grow bigger and better flowers and vegetables in poorest soil—even in sand, cinders or water. Excellent fertilizer for trees, shrubs, lawns and house plants.

USE HYPONEX for top-dressing seedlings, cuttings and transplants. Produce strong root systems and stems, also more and larger flowers and fruit.

SELL HYPONEX to your customers. Nationally advertised.

1-oz. packet ..... 10c—packed 71 to case—wt. 7 lbs.
3-oz. can ..... 25c—packed 36 to case—wt. 12 lbs.
7-oz. can ..... 50c—packed 24 to case—wt. 14 lbs.
1-lb. can ..... $1.00—packed 12 to case—wt. 16 lbs.
10-lb. drum $8—25 lbs. $15—50 lbs. $25—100 lbs. $40

Commercial growers and dealers receive 33-1/3% discount from the above retail prices.

BUY HYPONEX from your jobber or send $1 for 3 lb. (makes 100 gallons). $1 credited on first order for 1 drum or case.

HYDROPONIC CHEMICAL COMPANY, Inc.
315 West 39th Street, New York 18, N. Y.

wholesale volume increased. Ray F. Clavey writes:

"We had to operate under the worst conditions in the history of our business, because of the continued rains. The weather also gave us a late start in nursery maintenance, and from all indications our costs will double for the summer season.

"We were fortunate in that we were able to get more labor than in the past and were able to complete all of our orders. The workers were Mexicans and were available because the truck gardeners were unable to use them until after our planting season was almost completed.

"The labor costs of operation will show a marked increase over last year. Our retail volume is practically the same as a year ago. However, we had a little increase in the wholesale end, thanks to some business from people who operate a cash-and-carry business."

Weather Delays Shipping.

Although local weather proved favorable for business at the W. W. Wilmore Nurseries, Denver, Colo., conditions in two other states caused considerable delay in shipping: Scott Wilmore writes:

"We did a good, profitable business the past spring, which was gratifying under the conditions. The lack of experienced help was a handicap. Another handicap was the fact that we use a lot of evergreens and had to purchase seven carloads this past spring. We were constantly on the spot in getting these shipped to us because of weather conditions prevailing in the Kansas and Nebraska areas.

"We do both wholesale and retail, as well as considerable cash-and-carry, business, in addition to regular landscape plantings. Our cash-and-carry business, while not the equal of a year ago, was very satisfactory and of good volume. The main disappointment in this past spring's trade was the drop in the demand for fruit trees. I think all the local nurseries found it the same, and as Colorado purchases ninety per cent of its fruit items, it develops we all have quite a carry-over now of these. With this lone exception, we practically cleaned up on everything available, and could have sold more on certain items, especially good roses.

"The weather locally did not affect us greatly, as it remained cool and clear most of the time. Our rains started after the season was over."

Calls Decline Natural.

In spite of the fact that business during the past three months has declined slightly as compared with that of the same period last year, Ray D. Hartman, of the Leonard Coates Nurseries, Inc., San Jose, Cal., reports the most satisfactory spring season he has ever experienced. He writes:

"We have experienced the most satisfactory spring season in our history. The exceptionally fine weather, especially during the winter months, was no doubt the most contributing factor. We lost only two days' work in the field because of weather conditions.

"About forty per cent of our business volume is in wholesale trade throughout the bay section and northern California, twenty per cent is in landscaping and the balance is in retail sales. Ornamentals moved well, and the prospects are good that they will continue to do so this coming year. There will be more roses and fruit trees available the coming season, with a possibility of a moderate reduction in price.

BIG HAND TRUCK
$112.50 F.O.B., K.C., Kan.

BIG NURSERY HAND TRUCK

40-inch Ball — 1500 lbs.

New equipment to save time and labor. Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment without tearing up lawns.

We are now giving immediate shipment on this big hand truck.

SPECIFICATIONS
- Specially designed curved nose.
- Electrically welded—strong, sturdy.
- Equipped with three 4-ply 16-inch tires.
- Over-all width, 45½ inches.
- Over-all height, 7 feet 9 inches.
- Weight, 175 lbs., including 19-ft. chain.
- Attractive, professional appearance.

THE GARDEN SHOP, INC.
4819 Mission Rd. Kansas City 3, Kan.

TIMELY NECESSITIES
for Prompt Shipment
- "HOLLANDIA" BURLAP SQUARES
  New Material, Soft, Easy to Tie; Saves Time, Labor and Twine.
- REED MATS for coldframes
- "GIBRALTAR" Frost Covers
- "COTTONETTE" Nursery Squares

Write for prices; state requirements

NEW AMSTERDAM IMPORT CO., INC.
122-N Chambers St. New York 7, N. Y.

Horticultural PEAT MOSS
Finely Granulated
High Absorbency

Those YELLOWING LEAVES may turn GREEN
IF YOU SPRAY THEM WITH

For chlorosis due to Iron deficiency.

Does not contain Iron sulphate.

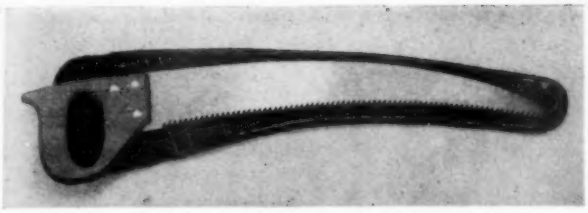
Jimp

4-oz. jar ..... $1.25 (Makes 1½ gals.)

1-lb. jar ..... $3.00 (Makes 6 gals.)

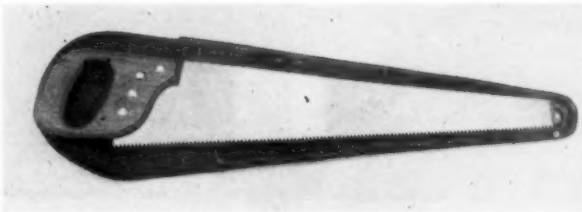
SCHUYLKILL CHEMICAL COMPANY *Dept. J* 2346 Sedgley Ave. Philadelphia 32, Pa.

A. M. LEONARD & SON
Piqua, Ohio
Knives — Budding Supplies
Pruning Tools — Spades
Write for Bulletins.



24-in. pull stroke — 4½-point — cuts easily anything up to 18 ins. in diameter.

17-in. pull stroke — excellent saw for orchard work—small limbs and grapevines. Does not strip.



For those who like the conventional type push stroke this is unexcelled for fast cutting.

These saws are what you want in a saw. Fast Cutting —Handmade for Precision—Easily Sharpened—Good Steel—Handle reinforced to prevent breaking—Large opening to allow gloved hand—A scabbard to protect you and the saw. Other lengths if desired.

Karl Kuemmerling, Inc.

1021 Renkert Bldg. Canton 2, Ohio

"All branches of the business will have exceeded the previous season in sales by a little over thirty per cent. However, the past three months have shown a slight decline over the same period last year, especially in retail sales. This decline is apparently because of a tightening up of spending generally and a sharp decline in the building of new homes because of excessive material and labor costs.

"Our landscape department has been considerably enlarged and it has been very busy, but from our own experience only those jobs running over four figures seem to pay a reasonable profit. Labor and construction materials, rather than plants, constitute about seventy-five per cent of our costs.

"The larger housing projects are not planting as much as was anticipated, no doubt because of the increased investment they had to make, which was not anticipated.

"We are most fortunate regarding our employees, as practically all our boys have now returned, assuming their former positions and responsibilities, and things are running smoothly."

Nursery Stock Sales.

Reporting on volume of spring business, John McDonnell, of the

BUDDING STRIPS

NURSERYMEN

IMPORTANT

The factory has just advised us that it has discontinued making Budding Strips for the balance of 1947.

We have a fair stock on hand now, but if you wait to order your strips you may not be able to obtain 100% Natural Rubber Strips.

If you have not received our 1947 price list, send for same.

THOMAS B. MEEHAN CO. **Dresher, Pa.**

NOW! **PEAT MOSS direct from mine to dealer.**

Canadian Sphagnum Peat Moss packed in large wood veneer bales. Horticultural or Litter Grades.

Prompt shipment on all orders.

For prices and further details on this excellent opportunity

Address: **Dept. N. 11**

306 Whittemore St. **Pontiac 20, Mich.**

EXCEL PEAT LTD.

Riviere-Du-Loup, P.Q., Canada

America's Leading Supply House
Offers
***Supreme Quality* Supplies**

Just OFF The Press!
1947 BLUEBOOK OF SUPPLIES

This complete Guide to Horticultural Supplies has been incorporated with the Summer Wholesale Seed List of our affiliate, The American Bulb Co., and is available without charge to any legitimate member of the trade. Send for your copy today!

AMERICAN FLORIST SUPPLY CO.
A Division of American Bulb Co.
1335 W. Randolph St. Chicago 7, Ill.

LABELS
FOR
NURSERYMEN

THE
BENJAMIN CHASE
COMPANY
DERRY, N. H.

HALPERN BROS.

Burlap and Cotton
NURSERY SQUARES
all sizes.

•

272 S. 2nd St. Market 3346
PHILADELPHIA 6, PA.

MARK
YOUR PACKAGES
WITH THIS STAMP
Clearly
Quickly
MASSACHUSETTS
MIN. SIZE 2¼ FANCY
Mass. Approved-Grade
GREENINGS
PACKED BY
R. D. MARCH
Shelburne Falls, Mass.
This stamp has interchangeable type to change the size, grade and brand in a second. It SPEEDS YOUR MARKING 200%. Can be made to meet requirements of every state. Write for prices and folder.
RIVET-O MFG. CO.
76 Orchard St., Orange, Mass.

McDonnell Nursery, Oakland, Cal., writes:

"We find our sales of nursery stock for the fiscal year ended June 30, 1947, twelve per cent over the preceding year's volume of business. Although we had an increase in volume, I think that it is due to the increases in retail prices of nursery stock."

Season Forced Ahead.

Shortage of experienced labor and a shortened season combined to force curtailment of work at the Puget Sound Nursery and the Garden Shop, Tacoma, Wash., according to a report from A. P. Williams, who writes:

"In this locality the demand for nursery stock has equaled that of last year; demand for fruit trees has been less, but that for landscape material about the same, with special emphasis on flowering shrubs, hedge plants, etc.

"There has been the usual difficulty in getting experienced help, with labor costs high, but we are leaving out many of the labor-only jobs we formerly took and trying to confine the labor to customers who are having new plantings or to old customers we must favor. We do not take rock work or plant lawns unless this work is connected with the planting of shrubs.

"An early dry spell through May forced our season ahead and shortened it a little .Cash-and-carry business has not been affected except, as mentioned above, that the season was early. We always have summer trade with customers who select plants to be tagged for fall delivery, so that has kept the business on a fairly level keel."

CATALOGS RECEIVED.

Willis Nursery Co., Ottawa, Kan.—Wholesale price list of fall bulbs; 12 pages, 5¾ x 8¾ inches.

Milton Nursery Co., Milton, Ore.—Wholesale trade list of shade and ornamental flowering trees and fruit tree seedlings; 8 pages and covers, 4 x 9 inches.

Bulk & Co., Boskoop, Holland—Wholesale price list of general nursery stock; 56 pages and covers, 5⅜ x 8¼ inches.

C. F. Wassenberg, Van Wert, O.—Price list of irises, peonies and hemerocallis, 28 pages, 5 x 8¾ inches.

Edward Auten, Jr., Princeville, Ill.—Wholesale and retail price list of peonies and hemerocallises; 16 pages, 4x9 inches; 1 single sheet, 8½x14 inches.

PHILLIPS NURSERY has been opened by W. J. Phillips and his son, Jack, at the junction of highways 10 and 69, Suburban Acres, Kansas City, Mo.

Own a
SOIL TEST LABORATORY
Of Your Own

$22.50
express paid

SUDBURY PORTABLE SOIL TEST LABORATORY

The most valuable piece of equipment you can own, giving you the soil information that you need for efficient production. Widely used by estates, professional growers and government field stations. Will last almost a lifetime with refills. Comes in instrument-type chest. No chemistry knowledge required. Complete with instructions and helpful chart. SEND NO MONEY. Order C.O.D. $22.50, plus express charges (or send $22.50 and we pay express). Money back guarantee. Immediate delivery.

Dealers write for Special Offer.

SUDBURY SOIL TEST LABORATORY
Box 301 S. Sudbury, Mass.

IT COSTS NO MORE
(and in most instances less)
FOR OUR PACKING OF
Nursery Burlap Squares and Rolls
Write for prices and samples.
L. ATKIN'S SONS
P. O. Box 167 Rochester, N. Y.

WOOD LABELS
For Nurserymen
DAYTON FRUIT TREE LABEL CO.
Ray and Kiser Sts. DAYTON, O.

SHINGLE TOW
Baled and Loose.
Carload shipments only.
From Wisconsin and Michigan.
SHAVINGS & SAWDUST CO.
Established 1898
330 S. Wells St., Chicago 6, Ill.
Phone: HARrison 3300

CLOVERSET
CLOTRACIDE
TRADE MARK REGISTERED
U. S. PAT. OFF.

Rose Spray Powder

Sell It to Every Customer

★ *Convenient to Use*
★ *Effective in Results*
★ *Economical in Price*

CLOTRACIDE protects Roses, Perennials and other plants from fungus diseases such as Black Spot and Mildew; controls leaf-cutting worms and insects which skeletonize foliage.

FREE: One Eight-page Booklet "HOW TO GROW BEAUTIFUL ROSES" with each package CLOTRACIDE. Every Rose Grower will want one. Helps you sell CLOTRACIDE—the spray powder developed and manufactured at Cloverset, where beautiful roses are grown.

Available in 3 Sizes

Container Size	Dilutes to	Retail Price	Price in Case Lots	
			Retail	Dealer
5 oz.	5 gals.	$0.50	$ 6.00	$ 3.60
10 oz.	10 gals.	.85	10.40	6.12
20 oz.	20 gals.	1.50	18.00	10.80

Packed 1 Dozen to a case, F.O.B.—Kansas City

Sample: Send 25c (to cover cost of packing and mailing) for 50c size of CLOTRACIDE.

CLOVERSET POTS

Pat. No. 2073695

Command highest retail prices with your ROSES, PERENNIALS, SHRUBS, VINES and FRUIT TREES — started and growing in CLOVERSET POTS. Ideal for self-service setups, these pots are easier to handle, light in weight, and offer no loss from breakage.

(STANDARD HEAVY)

	No. 0	No. 1	No. 2	No. 3
Height	5½ ins.	6½ ins.	9½ ins.	9 ins.
Diam. Top	5 ins.	6 ins.	7 ins.	8 ins.
Bottom Diam.	4½ ins.	5½ ins.	6½ ins.	7½ ins.
Corresponding Clay Pot	6 ins.	7 ins.	8 ins.	9 ins.
Approx. Weight Per 100	35 lbs.	52 lbs.	78 lbs.	88 lbs.
Per 100	$2.75	$4.00	$4.50	$5.00
Per 1000	$25.00	$37.50	$42.50	$47.50

Orders for 300 or more pots, any size, take the 1000-pot rate.

No. 0 for perennials and for greenhouse use. No. 1 for perennials and mums. No. 2 for roses and shrubs. No. 3 for large shrubs and transplanting.

F.O.B. KANSAS CITY. TERMS: CASH WITH ORDER (EXCEPT ESTABLISHED ACCOUNTS). Prices Subject to Change Without Notice. Please send ¼ amount on C.O.D. orders. Unless otherwise instructed, we will determine method of shipment. If you designate express, we advise you to check cost with your local Express Agent.

Cloverset Pots take 3rd class freight rate. All Cloverset Pots are packed 100 in carton, ready for use. We do not break cartons.

WRITE US ABOUT CARLOAD DISCOUNTS AND FREIGHT SAVINGS. Sample of all 4 sizes—25c.

CLOVERSET FLOWER FARM

ERNEST HAYSLER & SON

105th Street and Broadway, Kansas City 5, Mo.

HILL'S LINING-OUT EVERGREENS

For Fall Delivery

We have available the following first-quality items and, because of the heaviest demand in years, respectfully suggest that you reserve early such stock as you will need—this to insure prompt delivery.

	Per 100	Per 1000
CONCOLOR FIR		
6 to 8 inch xx frames	$ 30.00	.....
PFITZER JUNIPER		
4 to 6 inch x flats	20.00	$170.00
6 to 8 inch xx frames	30.00	270.00
15 to 18 inch xx field	85.00	800.00
RED CEDAR		
4 to 6 inch o	6.00	50.00
NEST SPRUCE		
4 to 6 inch xx frames	20.00	.....
DWARF ALBERTA SPRUCE		
3 to 4 inch xx flats	25.00	.....
BLACK HILLS SPRUCE		
8 to 10 inch xx field	35.00	300.00
10 to 12 inch xx field	40.00	350.00
COLORADO SPRUCE		
8 to 10 inch xx frames	25.00	220.00
10 to 12 inch xx frames	28.00	250.00
KOSTER BLUE SPRUCE		
10 to 12 inch xx field	175.00	.....
WHITE PINE		
12 to 15 inch xx field	35.00	300.00
DOUGLAS FIR		
6 to 8 inch xx frames	25.00	220.00
8 to 10 inch xx frames	28.00	250.00
12 to 15 inch xx field	45.00	400.00
18 to 24 inch xx field	75.00	700.00
UPRIGHT JAPANESE YEW		
6 to 8 inch xx frames	50.00	.....
8 to 10 inch xx frames	60.00	.....
12 to 15 inch xx field	125.00	.....
SPREADING JAPANESE YEW		
4 to 6 inch xx flats	18.00	150.00
8 to 10 inch xx frames	45.00	420.00
10 to 12 inch xx frames	55.00	.....
12 to 15 inch xx field	90.00	.....

	Per 100	Per 1000
BROWN'S YEW		
8 to 10 inch xx frames	$45.00	$420.00
HATFIELD YEW		
8 to 10 inch xx frames	45.00	420.00
10 to 12 inch xx frames	65.00	.....
INTERMEDIA YEW		
6 to 8 inch xx frames	45.00	420.00
12 to 15 inch xx field	90.00	.....
DWARF JAPANESE YEW		
6 to 8 inch xx frames	45.00	420.00
8 to 10 inch xx frames	60.00	.....
HILL'S PYRAMIDAL YEW		
8 to 10 inch xx frames	45.00	420.00
WARD'S YEW		
8 to 10 inch xx frames	45.00	420.00
MEDIA NO. 1 YEW		
8 to 10 inch xx frames	45.00	420.00
HICKS' YEW		
4 to 6 inch xx flats	18.00	150.00
8 to 10 inch xx frames	45.00	420.00
AMERICAN ARBORVITAE		
10 to 12 inch xx field	25.00	200.00
12 to 15 inch xx field	35.00	300.00
PYRAMIDAL ARBORVITAE		
4 to 6 inch x flats	20.00	170.00
10 to 12 inch xx frames	35.00	320.00
WARE ARBORVITAE		
8 to 10 inch xx frames	33.00	300.00
WOODWARD ARBORVITAE		
8 to 10 inch xx frames	33.00	300.00
HEMLOCK		
10 to 12 inch xx frames	45.00	420.00
JAPANESE SPURGE		
6 to 8 inch xx frames	14.00	120.00
BIGLEAF WINTERCREEPER		
6 to 8 inch xx flats	20.00	170.00
8 to 10 inch xx flats	23.00	200.00

25 of same variety and size at the 100 rate; 250 at the 1000 rate.

Each x indicates one transplanting.

o indicates seedlings.

D. HILL NURSERY COMPANY

Evergreen Specialists :-: *Largest Growers In America*

DUNDEE, ILLINOIS